

V I S I T O R S ' G U I D E

Edmonton

OIL CENTRE OF CANADA

CITY OF BREATHTAKING DEVELOPMENTS



Welcome Neighbors!

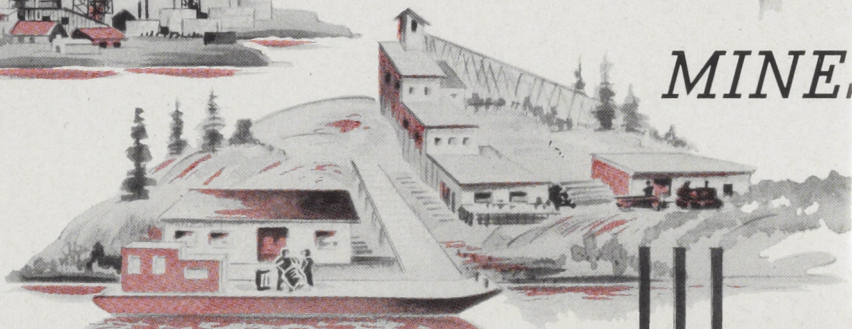
We Invite You to View Our
Display of Mineral Samples



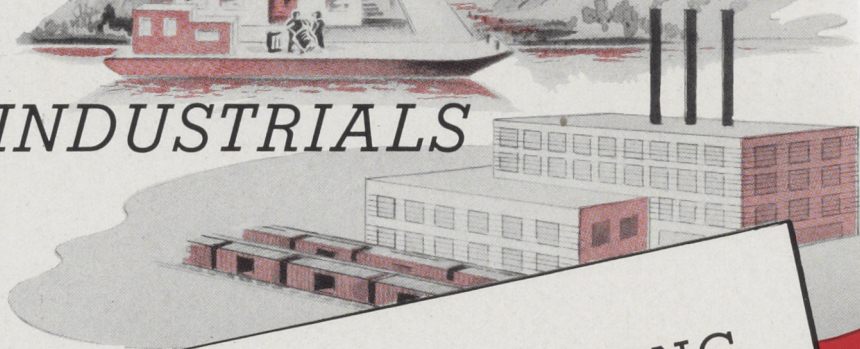
OILS



MINES



INDUSTRIALS



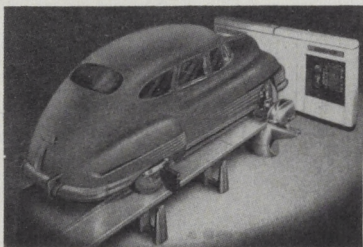
BREWSTER, OLDRING
& CO. LTD.

SELKIRK HOTEL, 101st STREET AND JASPER AVENUE
EDMONTON

SPONSORS OF CANADIAN NATURAL RESOURCES

EDMONTON TIRE CO. LTD.

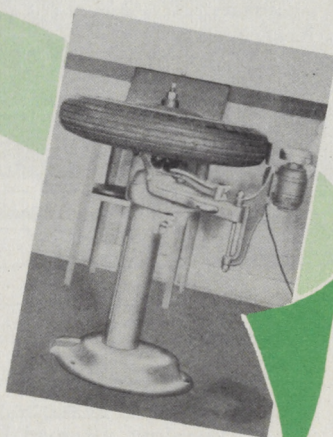
WHILE IN EDMONTON, STOP HERE FOR A
COMPLETE FRONT-END CHECK



Fast Service

WHEEL ALIGNMENT AND TIRE BALANCING . . .

We are experts in the detection and correction of defective steering, shimmy, wander and excessive tire wear. Don't allow difficult handling and passenger discomfort to spoil your holiday.



- Tire repairing and recapping
- Complete wheel service
- Wheel aligning and balancing
- Headlamp testing and repairing
- Replacement wheels and rims
- Generator and starter repairing
- Complete motor tune-up

GOOD YEAR TIRES

and **GOOD YEAR "FACTORY FRESH" BATTERIES**

THE MOST MODERN SHOP IN WESTERN CANADA

EDMONTON TIRE CO. LTD.

PHONE 42101 • 10263 - 102nd STREET, EDMONTON

Edmonton Visitors' Guide

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View of the City with the Imposing Macdonald Hotel in the Foreground.

Welcome to Edmonton!

The city gates are open wide! The people of Edmonton are glad to see you and a warm and friendly welcome awaits you here. We are proud of our city and we want you to like it, too.

For that reason, this booklet has been prepared especially for you. It was compiled with the express purpose of guiding you about the city and helping you to get acquainted with Edmonton and its people. We sincerely hope that you will find it interesting and helpful. We have included a large number of fine photographs to make it a valuable souvenir of your holiday in Edmonton.

We of Edmonton firmly believe that this city is not only a grand place to visit, but also a wonderful place to live. We know that you will want to return some day. We hope that you will want to stay.

In this little booklet we present you with the key to the city. May you enjoy every minute of your visit and, when you leave, may you take with you many pleasant memories to store in your holiday treasure-trove.

—THE PUBLISHER



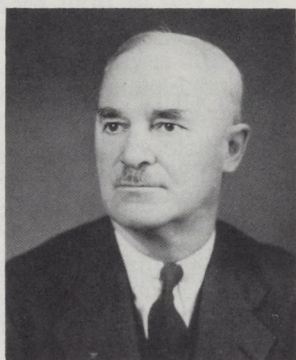
From 1795 to 1951

From a tiny trading post in the wilderness to a huge, modern store in a great city . . . For over 150 years the name of the Hudson's Bay Company has been a byword here. Known in those first days as a trading centre and as a fort in time of danger, and known later as a reliable and up-to-date retail store, the Bay has, through the years, been building up its well known reputation as the "Friendly Store".

**SHOP AT THE STORE THAT IS A
TRADITION IN THE WEST**

Hudson's Bay Company.

INCORPORATED 27th MAY 1670.



MR. H. E. PEARSON

President, Edmonton Chamber
of Commerce

The Edmonton Chamber of Commerce

**bids you welcome to Edmonton, the
Gateway to the North—a friendly city
of the wholesome West.**

Whether you have come among us by air, by railroad or by highway, we would like to make your stay in our midst an enjoyable one—one which, upon returning home, will long remain in your memory as a most refreshing visit.

We would like you to feel, while you are here, that the Chamber of Commerce office is your headquarters, should you so desire where a courteous and efficient staff is ready to serve you.

For over 60 years the Chamber of Commerce has served the business and community interests in this city, and has GIVEN leadership to many of the developments now considered among Edmonton's advantages. By means of its various Committees, the Chamber is keeping in close and constant touch with civic legislation, highway development, tourist traffic, aviation, taxation and agriculture, to mention but a few of its various activities.

In addition to the facilities provided by the Chamber office, the Edmonton Tourist Information and Accommodation Bureau, jointly operated by the City of Edmonton and the Chamber, located in the Provincial Building in down-town Edmonton, stands ready and willing to assist you with tourist information, and, if required, can secure accommodation in private homes of the city whose doors have been opened for the purpose of providing accommodation to Edmonton's visitors.



THE EDMONTON CHAMBER OF COMMERCE

Chamber of Commerce, Telephone 25118

Accommodation Bureau Telephone, 29614



A BRIEF HISTORICAL BACKGROUND

HERE is more than 150 years of colorful history behind the City of Edmonton. For over a century and a half men with vision and imagination, men who made things happen, have played their parts in the dramatic shaping of the city's destiny.

The present City of Edmonton had its first beginnings in the fierce struggle between two great rival trading companies, the North West Company and the Hudson's Bay Company, for the rich fur trade of the great North West. For the sake of mutual protection from the warlike Indians, and for mutual surveillance, the two companies built their lonely western posts, Fort Augustus and Fort Edmonton, side by side on the banks of the Saskatchewan River. The post founded in 1795 by the Hudson's Bay Company was the first Fort Edmonton. About 1807 both forts were destroyed by Indians, and two new posts were later established farther up the river, just below the present site of the Parliament Buildings. Both forts were abandoned about three years later, and not re-occupied until about 1819. The two companies united in 1821, and under the firm guidance of the fiery Chief Factor James Rowand, the little community began to build its reputation for warm hospitality and friendly commerce.

When in 1871 Rev. George McDougall erected the first building outside the fort's stockade, and several families took up land along the river, the village of Edmonton was founded.

The lonely little outpost led a precarious existence for many years, though it was the only stopping-off place, the centre and gathering point for the westbound march of civilization. The Saskatchewan river was the only highway across the plains until the coming of steel in 1891, and up its sluggish waters came freight-laden little boats bringing many distinguished and colorful visitors—missionaries, artists, traders, botanists and adventurers. Following its course came the old Red River carts, bringing the first settlers to the prairies.

But the village was as yet an isolated settlement and the wintering of the Royal North West Mounted Police there in 1874 was a welcome contact with the outside world.

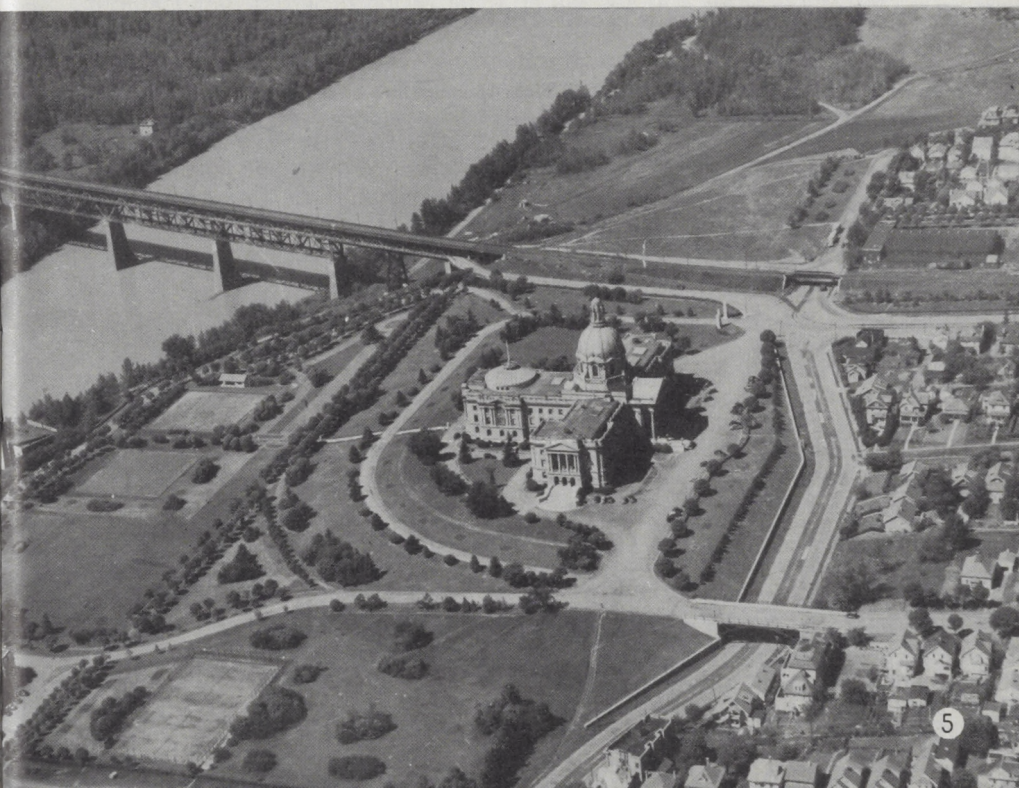
In 1879 a telegraph line was at last established between Winnipeg and Edmonton. However, the future of the little settlement was still uncertain when, in 1880, Frank Oliver, who had arrived about 1875, founded the first newspaper, the "Edmonton Bulletin." This man had an abounding faith in the great possibilities of the young settlement, and for many years it was he, with his newspaper, and in his official capacities as a member of the North West Territorial Council, member of the Dominion Parliament and Minister of the Crown, who led the town of Edmonton through those years when it was battling for its very life. To the Honourable Frank Oliver the present city of Edmonton owes

more than to any other one man who influenced its growth to maturity.

It is only a little over 75 years since the first small settlement was established outside the palisade gates of the old fort. But many things have happened in that time and many sudden and unpredictable events have had an important bearing on the virile growth of the city. The North West Rebellion brought tragedy and a new determination and importance to the little town. During the Klondike Gold Strike of '98 Edmonton was starting point of the overland route to the north, and the population was accordingly swelled by this new turn of events. In 1904 the thriving community became a city and two years later was made the capital of the newly formed province of Alberta. Through these years the City of Strathcona had also been growing up on the other side of the river, and in 1912 these two cities became one, the old city of Strathcona now being known as South Edmonton. The two cities were joined by a huge traffic bridge and with the coming of the railways linking Edmonton with the east, the west and the great Mackenzie River valley of the north, the industrial future of Edmonton was assured.

Today the solitary little outpost of the Great North West Territories has become a great sprawling metropolis, gateway to the vast north country and crossroads of the world.

Aerial View of the Parliament Building, Saskatchewan River and High Level Bridge, Edmonton.



Edmonton today



*W*HAT a contrast is the big, modern city of Edmonton of today to that wilderness trading post of long ago! Only 52 years ago prospectors, outfitting here for the rush to the Klondike, found a sprawling little pioneer town just beginning to grow. Today the tourist finds a busy, bustling metropolis, a city of great modern buildings, wide paved streets and fine homes.

There is a strong flavor of enthusiasm, of interest and excitement—of things happening, big things, in this Edmonton. People are busy. Much is being accomplished. There is something akin to urgency in the fast pace of industrial growth of the city. No staid and settled old town, this, but a young, strong, thriving city, standing on tiptoe to glimpse the future—impatient to achieve the inevitable greatness that is daily forecast by new events and new expansion.

Focal point of a rich farming, lumbering and mining district, and situated at the threshold of the great Peace River country and the vast north, Edmonton, railhead of the province, is the natural marketing and distribution centre for the riches of land and mine, forest and stream. The development of the great new oilfield in the Edmonton area is a daily forecast of greater things to come. This part of Alberta holds promise of becoming the "Texas of Canada."

Jasper Avenue, Edmonton's Main Thoroughfare as it Appears Today.



Industry grows apace. Inexhaustible supplies of coal and gas make available the necessary power for all types of industrial project, from garment manufacturing and food processing to iron and sheet metal foundry. These tremendous natural reserves make the city the natural location for establishing industry in the west. Complete information regarding industrial opportunities, markets, and costs of operation may be obtained from the Edmonton Industrial Development Board.

One of the important wholesale and jobbing centres of the continent, Edmonton also does a tremendous retail mercantile business, for the city is the main shopping centre for northern and central Alberta. In the business section of the town are left only a few of the original buildings of "Old Edmonton", and high above them proudly tower the many storeys of tall office buildings and sleek, modern department stores. All down Jasper Avenue gleam acres of display windows, and hundreds of flashing neon signs and dignified gold-leaf lettering proclaim every kind of merchandise and business service imaginable. Edmonton has become a great commercial and financial centre.

There is beauty, too, in the residential districts of the city, where many fine modern homes with landscaped grounds command magnificent views of the sweeping river valley.

Edmonton is unique in its public ownership of its telephone and transportation systems, as well as light, water and power plants. Other public services, such as the city gas supply and the milk supply are operated by private concerns.

There are, in the city, seven large, modern hospitals, well equipped and well staffed, fifty-six schools, including Commercial and Technical High Schools, and the provincial University, which enjoys an enviable reputation in educational circles, is located here. Two excellent libraries, and the Edmonton Museum of Arts are open to the public every day.

There are many active groups in the city interested in art, music and drama, and much fine work is produced each season by these people. Interest in outdoor recreation is also keen, and the city's athletic parks, golf courses, tennis courts, bowling greens, swimming pools and skating rinks are always in constant use. Several large motion picture theatres, dancing spots and night clubs cater to the city's night life.

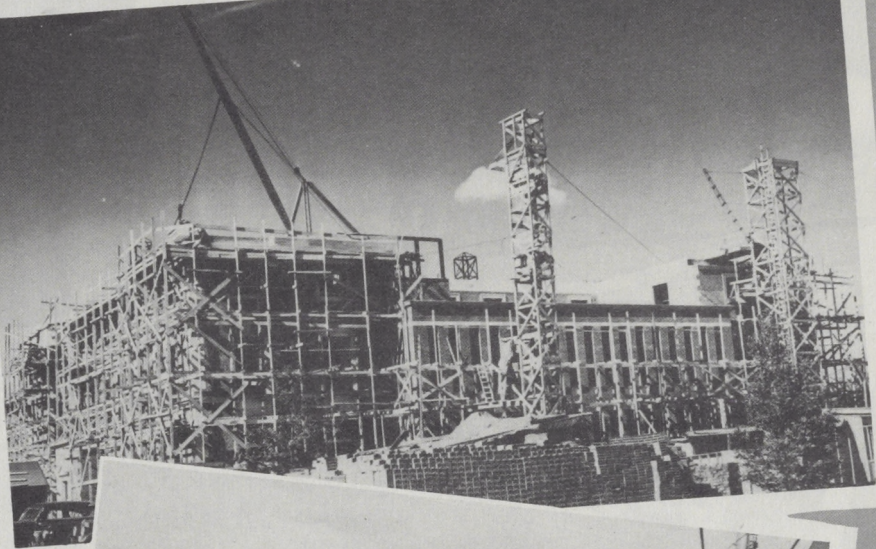
And what of the people of the city—this meeting-place of a hundred races? They are a friendly, energetic people—a busy people who work hard and play hard, but always have time for the friendly word that welcomes the stranger to their gates. Brisk, lively, alert, typically western in their broad outlook, their breezy manner, and their cordial hospitality, the people of Edmonton look into the future with confidence. They have great faith in their city and they are fully aware of the tremendous proportions the present expansion may reach.



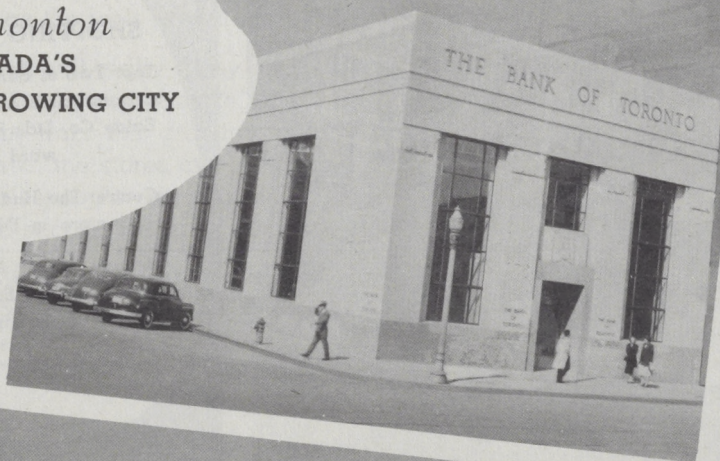
Edmonton is Proud of its well kept Homes and Gardens.

INTERESTING FACTS ABOUT EDMONTON

Altitude	2,182 feet	Number of Schools	
Area	42.6 square miles	Public Schools	46
Parks and Playgrounds		Separate Schools	25
Area	2,146 acres	Bank Clearings,	
Airport Area	750 acres	1950	\$1,205,326,469
Population ..	160,000 (estimated)	Retail Sales,	
Number of dwelling		1950	\$177,901,800
units	42,168	Value of Building Permits	
Number of business		Issued 1950	\$46,579,372
places	4,485		



Edmonton
CANADA'S
FASTEST GROWING CITY





SHOPPING CENTERS

Top: Two of Edmonton's large departmental stores — the T. Eaton Co. Ltd., and C. Woodward Ltd.

Centre: The Hudson's Bay Co. store in Edmonton.

Bottom: Jasper Avenue, main artery of the Edmonton business district.



Shopping

IT IS in the shopping and business district of a city that you "get the feel" of the place—where you get your finger on its pulse, and discover its essential character. The visitor to Edmonton finds that the shopping centre here reflects a brisk, wide-awake personality, an optimistic, forward-looking point of view. The stores are busy; the merchandise is up-to-the-minute, and of top quality; displays show enthusiasm and "savoir-faire". The whole tempo of the city is quick, confident and decisive.

Three large, modern departmental stores serve the needs of Edmonton and the surrounding district. C. Woodward Limited, housed in a big six-storey building to which recent additions have been made, does a tremendous business in the city. Familiar names in Canadian business are the T. Eaton Co. and the Hudson's Bay Company, both of which have added third storeys to their modern, attractive buildings. The Army and Navy Stores operate two large stores in the city, and in addition to several smaller department stores, there is a well known locally owned concern, Johnstone Walker Limited.

In addition to these fine, large departmental stores there are many smart specialty shops, such as Holt, Renfrew & Co. Ltd., furriers and ladies' wear, who established a branch here this spring. There is a large number of hat shops, men's shops, haberdashers, shoe stores, furniture and hardware stores, among them the National Home Furnishers and the pioneer store, J. A. Werner Hardware Co. Ltd. Clothing and furniture stores are interspersed with progressive pharmacies, clean, bright grocerias, retail and manufacturing furriers, jewellers, and neat little gift and souvenir shops, such as the well known Irish Linen Shop.

The tourist will really enjoy a shopping tour in Edmonton, for the merchandise is comparable to any on the continent, fashions come straight from the drawing boards of the world's famous fashion centres, the stores are bright and attractive, and friendly, courteous salespeople are anxious to make your shopping trip pleasant and successful.

RETAIL STORE HOURS: On weekdays, most stores open at 9:00 or 9:30 a.m. and close at 5:30 p.m., although a few remain open till 6:00 p.m. On Wednesdays all stores close at either 12:30 or 1:00 p.m.



Have a Happy Holiday!

TAYLOR & PEARSON LTD.

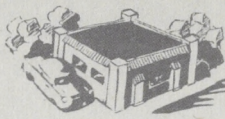
EDMONTON ● LLOYDMINSTER ● GRANDE PRAIRIE ● DAWSON CREEK ● ST. PAUL
SOUTH EDMONTON

TAYLOR, PEARSON & CARSON LTD.

CALGARY ● MEDICINE HAT ● RED DEER

H. R. CARSON LIMITED

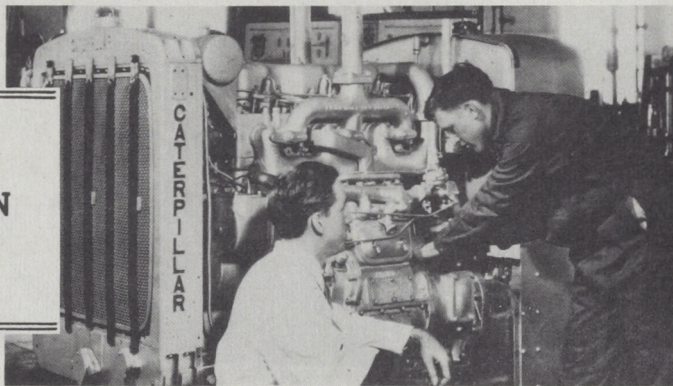
LETHBRIDGE, ALBERTA ● CRANBROOK, B.C.



Tourist Courts

Alaskan Auto Court.....	10830 Kingsway
Ambassador Lodge.....	8525 - 109th Street, No. 2 Highway, South
Capital Court.....	6622 - 104th Street, No. 2 Highway, South
Clock Auto Court.....	156th Street on No. 16 Highway, West
Dunn's Trailer Court.....	No. 16 Highway, East
Edmonton Auto Court.....	71st Avenue and 104th Street, No. 2 Highway, South
Forest Heights Auto Court.....	8111 - 101st Avenue, No. 16 Highway, East
Kingsway Cabins.....	11311 Kingsway
Linda Auto Court.....	140th Street on No. 16 Highway, West
North Star Auto Court.....	Between 107th and 108th Street on Kingsway
Pan American Motel.....	106th Street on Kingsway
Sky Line Trailer Camp.....	109th Street on Kingsway
South Bend Auto Court.....	No. 2 Highway, South
Twin Birch Auto Court.....	No. 16 Highway, West
West End Cabins.....	15415 No. 16 Highway, West

**TRAIN FOR A
BETTER JOB
IN OUR MODERN
C. V. T. C.
SHOPS**



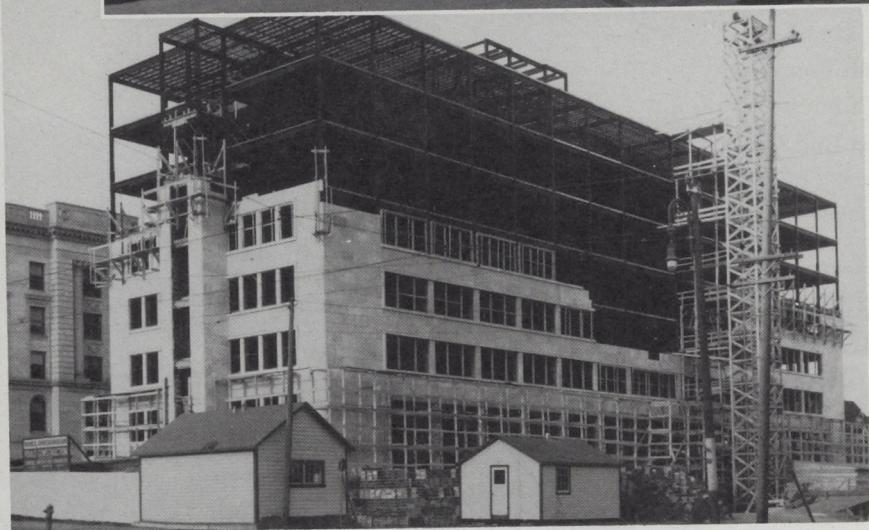
Day or Evening Instruction in

**WELDING ● PIPE WELDING ● DIESEL ● AIR CONDITIONING
REFRIGERATION ● AIRCRAFT SHEET METAL**

CHICAGO VOCATIONAL TRAINING CORP. LTD.

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THE RUTHERFORD LIBRARY, University of Alberta,
and the new

PROVINCIAL ADMINISTRATION BUILDING

two large Edmonton buildings electrically wired by . .

SUNLEY ELECTRIC CO.

Electrical Contractors

11336 - 103rd AVENUE



EDMONTON, ALBERTA



One of the Fine Hotels of the West

Our Welcome to the Tourist . . .

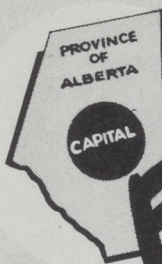
True western hospitality . . . smart, modern appointments . . . excellent service . . . the utmost in comfort.

Our air-conditioned Dining Room and Coffee Shop are cool and comfortable, and the high quality of the food and service is always the same.

The King Edward Hotel

10180 - 101st Street, Edmonton, Alberta

CANADA'S OIL CENTRE



EDMONTON

Canada's Natural Industrial Location

NATURAL GAS • COAL • OIL • POWER

Warehouse, branch office, new factory . . . whatever your aim . . . you can't miss in Edmonton! There's everything for industry . . . a treasure house of natural resources . . . low cost natural gas and electric power . . . strategic position for distribution . . . and a sound, fast-growing local market.



Over
1875 pro-
ducing oil
wells.



Vast re-
serves of
bitumi-
nous
coals.



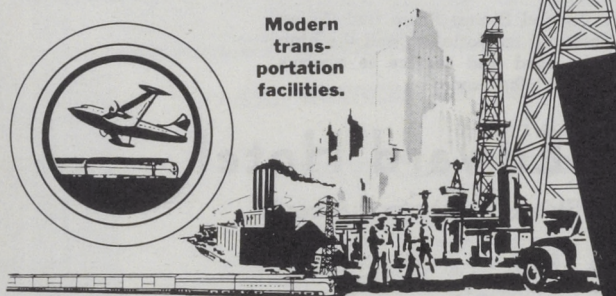
Sound co-
operative
government.



Abundant
low cost
natural
gas.



Modern
trans-
portation
facilities.



CANADA'S OIL AND FUTURE CHEMICAL CENTRE

Canadian Chemical Co. Ltd., affiliate of the Celanese Corporation of America, chooses an Edmonton site for construction of a new \$40,000,000 chemical industry. This new plant is another indication of Edmonton's industrial opportunities. Investigate today. Get ALL the facts now on Canada's fastest growing city!

THE "Right Site" IS
✓ CITY OF EDMONTON
WESTERN CANADA'S MANUFACTURING &
NATURAL DISTRIBUTING CENTRE
Write GRAHAM W. CURTIS
INDUSTRIAL COMMISSIONER
CITY OF EDMONTON



#otels

Macdonald Hotel , 100th Street	Phone 28181
Corona Hotel , 10625-37 Jasper Avenue	Phone 27106
King Edward Hotel , 10180 - 101st Street	Phone 24161
Airlines Hotel , Municipal Airport.....	Phone 84867
Selkirk Hotel , 101st Street and Jasper Avenue	Phone 24111
Royal George Hotel , 10229 - 101st Street	Phone 27101
Yale Hotel , 10013 Jasper Avenue	Phone 25158
Gateway Hotel , 10038 - 106th Street	Phone 29441
Guest Hotel , 10141 - 105th Street	Phone 27718
Grand Hotel , 10266 - 103rd Street	Phone 24196
Lincoln Hotel , 10266 - 102nd Street	Phone 23354
Leland Hotel , 10351 - 102nd Street	Phone 24203
York Hotel , 10141 - 96th Street.....	Phone 25263
Shamrock Hotel , 1810 Jasper Avenue.....	Phone 84815

(See Hotel Listing in Classified Section of Phone Book)



The

MACDONALD

IN THE HEART OF
DOWNTOWN EDMONTON

The excellent service, noted cuisine and moderate rates make this a convenient as well as economical place to stay.

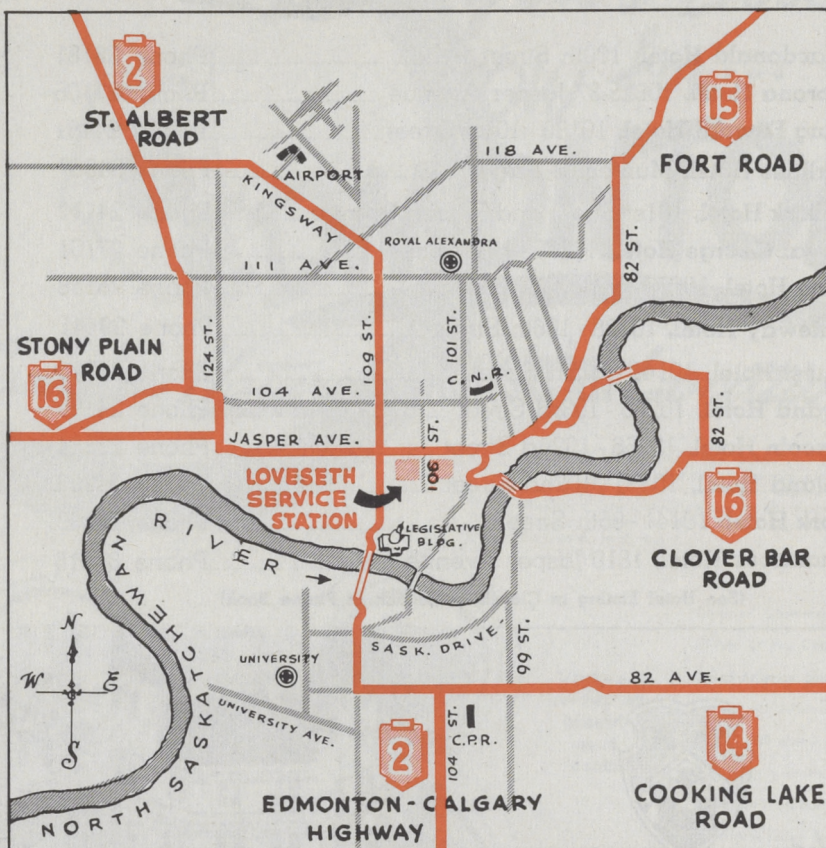
CAFETERIA

Featuring quick service of good food, properly prepared and attractively served at moderate rates.



OWNED AND OPERATED BY THE CANADIAN NATIONAL RAILWAYS

EVERY HIGHWAY LEADS TO LOVESETH



... WHERE ONE CALL DOES IT ALL!

A COMPLETE TIRE AND AUTOMOTIVE SERVICE

Grease Job ● Fuel Pump ● Generator ● Oil Change ● Carburetor Check
 Light Adjustments ● Plugs Cleaned ● Tune-up ● Brake Adjustment
 Steering Check ● Shock Absorber

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 SERVICE STATION LTD

HEADQUARTERS FOR

United Motor Service
 Electric Auto-Lite Service
 Carter Carburetor Service
 Imperial Esso Products
 Goodrich Tires

PHONE 25113 • JASPER AVENUE AT 106th STREET

HOTEL DINING ROOMS

Macdonald Hotel Dining Room	100th Street
Corona Hotel Dining Room	10625 Jasper Avenue
King Edward Hotel Dining Room	10180 - 101st Street

RESTAURANTS, COFFEE SHOPS AND LUNCH COUNTERS

The Purple Lantern, Chinese Cuisine	10049 - 101A Avenue
King Edward Coffee Shop	10180 - 101st Street
Trocadero	10151 - 103rd Street
Seven Seas, Chinese Cuisine	10525 Jasper Avenue
Mandarin Gardens, Chinese Cuisine	9928 Jasper Avenue
Shasta Cafe	10009 Jasper Avenue
Royal George Restaurant	Royal George Hotel
Commodore Grill	10064 - 100th Street
The Windsor House, Southern Fried Chicken	10326 - 100th Avenue
The Golden Spike	10251 Jasper Avenue
Woodward's Coffee Shop	101st Street and 102nd Avenue
Hudson's Bay Co. Lunch Counter	102nd Street and Jasper Ave.
T. Eaton Co. Coffee Shop	10220 - 101st Street
Picardy's	10122 Jasper Avenue
The Cathayan	10516 - 82nd Avenue



Dining

Welcome Visitors !

TO EDMONTON'S
MOST FAMOUS DINING SPOT

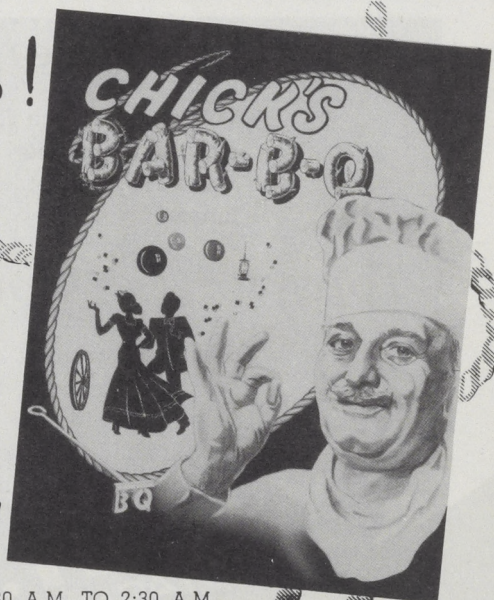
- Southern FRIED CHICKEN
- Charcoal BROILED STEAK
- Barbecued SPARERIBS
- Italian SPAGHETTI

Dancing!

SERVING DELICIOUS MEALS FROM 11:30 A.M. TO 2:30 A.M.

CLOSED ALL DAY SUNDAY

¾-MILE SOUTH ON CALGARY (No. 2) HIGHWAY



Chevrolet Drivers!

*Here is
Your Service Garage*



Right on Jasper at 115th Street

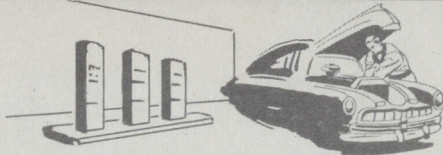
This is the place to bring your Chevrolet or Oldsmobile for proper service and maintenance care. We have a complete stock of parts on hand at all times.

Tops for Service

Every department in this brand new building is specially geared to give you the best service obtainable in the shortest time possible. Expert mechanics, new equipment and the most modern facilities make Edmonton Motors **THE PLACE** for CHEVROLET SERVICE.

EDMONTON MOTORS

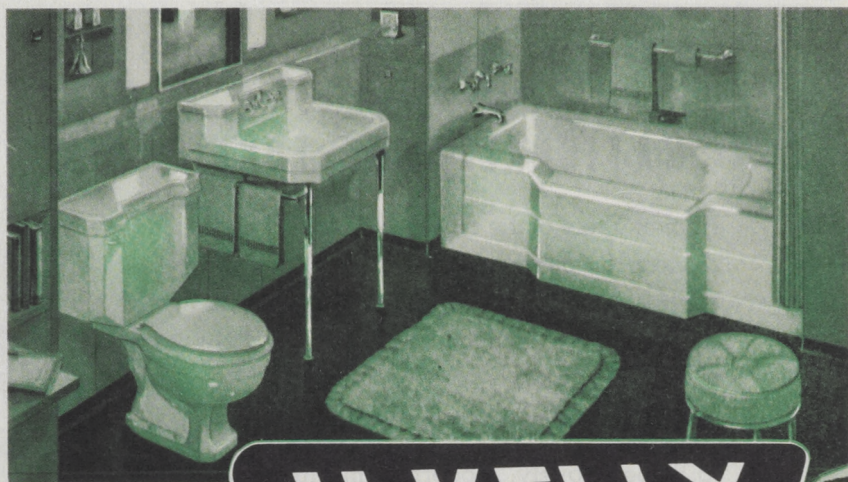
LIMITED



Garages

SERVICE STATIONS, TIRE SALES AND REPAIR SHOPS

Burrows Motors Ltd. (Dodge and De Soto), 24-hour towing, 10126 - 106th St.	Phone 29214
C and C U-Drive Ltd. , 10341 - 106th St.	Phone 25262
Dominion Motors (Ford-Monarch), 107th St. and Jasper Avenue	Phone 29421
Edmonton Auto Spring Works , Cor. 95th St. and Jasper Ave.	Phone 26892
Edmonton Motors (Chevrolet and Oldsmobile),	Phone 25131
Edmonton Tire Co. Ltd. , 10263 - 102nd St.	Phone 42101
Kenn's Service Garage (Plymouth-Chrysler), Cor. 109th St. and 100th Ave.	Phone 25188
Loveseth Service Station , 106th St. and Jasper Ave.	Phone 25113
Miller Motor Co. Ltd. (Packard), 10019 - 104th St.	Phone 26291
Jenner Motors Ltd. (Buick-Pontiac), 10040 - 104th St.	Phone 29391
Scotty's Garage (24-hour towing), 10034 - 103rd Ave.	Phone 21454
Waterloo Motors Ltd. (Mercury, Lincoln, Meteor), Jasper Ave. at 107th St.	Phone 42171



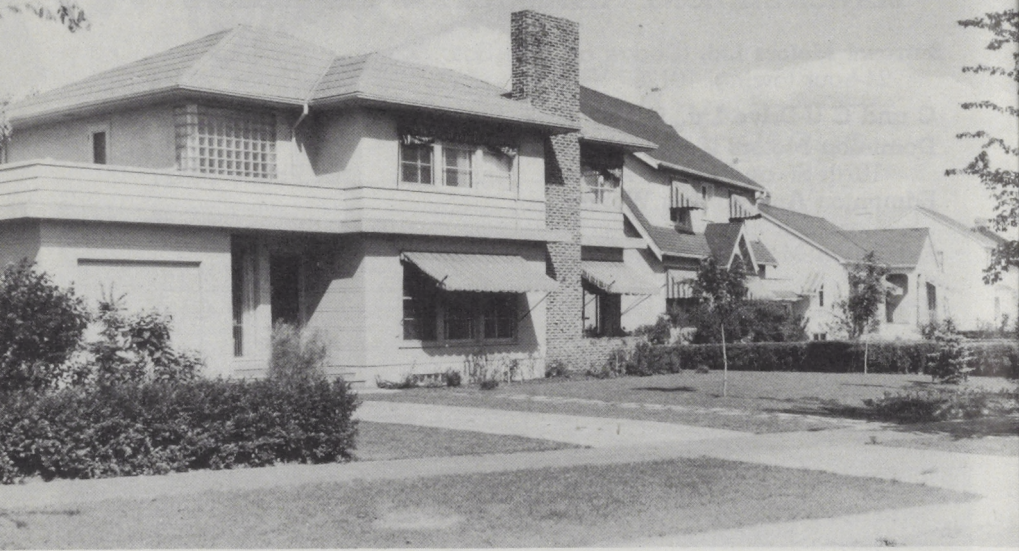
Add Distinction
to Your Home with
Bathroom Fixtures

from . . .

H. KELLY
& COMPANY LTD.

10041 - 101A AVENUE

PLUMBING • HEATING • GASFITTING



**HUNDREDS OF EDMONTON'S HANDSOME HOMES ARE
FURNISHED BY**

NATIONAL HOME FURNISHERS

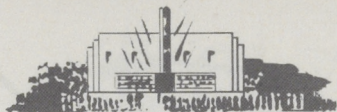
Homemakers of the city rely on us for smart, good-looking, modern furnishings of solid, quality construction. It is a source of real pleasure to us to be able to give Edmonton householders distinctive styling and high quality at moderate prices.

VISITORS TO EDMONTON ARE SPECIALLY INVITED

to inspect lovely, modern home furnishings in our show-rooms at 9936 Jasper Avenue.

NATIONAL HOME FURNISHERS CO. LTD.

9936 JASPER AVENUE, EDMONTON, ALBERTA



Theatres

DOWNTOWN THEATRES

Capitol Theatre	10065 Jasper Avenue
Rialto Theatre	10134 - 101st Street
Strand Theatre	10211 Jasper Avenue
Empress Theatre	10125 Jasper Avenue
Gem Theatre	Jasper Avenue, East of 97th Street
Dreamland Theatre	Jasper Avenue at 97th Street

SOUTH SIDE AND NEIGHBORHOOD THEATRES

Garneau Theatre	87th Avenue and 109th Street
Varscona Theatre	10907 82nd Avenue
Princess Theatre	Whyte Avenue between 103rd and 104th Street
Roxy Theatre	10708 - 124th Street
Avenue Theatre	Corner 91st Street and 118th Avenue
Starlite Drive-in Theatre	South of Stony Plain Rd. on 156th Street
Tivoli	149th Street and Stony Plain Road
South Side Drive-in	10901 - 51st Avenue

FINE, IMPORTED

British Woollens

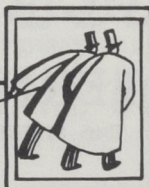
Your visit to Edmonton is a wonderful opportunity to select from the world's most celebrated woollens.

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SCOTLAND | ★ HARRIS TWEEDS
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AND MINT BON BONS
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FROM OUR OWN KITCHENS
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Trocadero Ballroom, supper dancing.....10139 - 103rd Street

Rainbow Ballroom.....108th Street and Whyte Avenue

Club Anton, supper dancing.....10595 - 101st Street

Chick's Bar-B-Q, dining and dancing..... South of Edmonton on
Highway No. 2

Rustic Inn, supper dancing, 2 miles south on 156th Street, from
Stony Plain Road, and 1 mile west.

Hep's Dining and Dancing.....Jasper Place

Club Mocombo.....No. 2 Highway, North

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J. A. WERNER HARDWARE CO. LTD.

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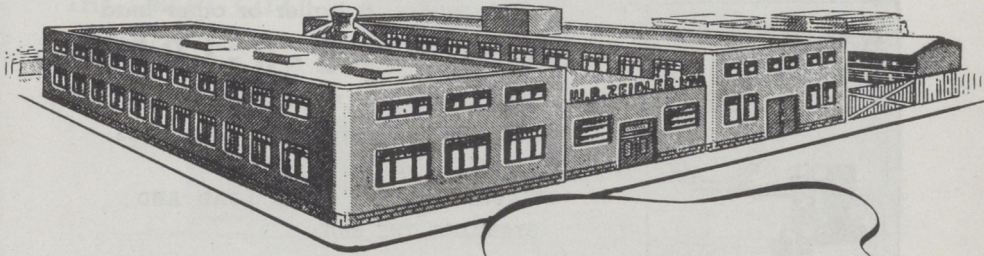


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Laundomat Ltd., Personal Laundry Service,	
10013 Jasper Avenue	Phone 20371
Washomat Self-Service Laundry Ltd.,	
9347-118th Avenue	Phone 74855
New Method Laundry and Dry Cleaners,	
11060 Jasper Avenue	Phone 26114
Snowflake Laundry and Dry Cleaners,	
9814-104th Avenue	Phone 25185
Capitol Cleaners and Laundry Ltd.,	
9686-99th Street	Phone 24888
International Dyers and Cleaners Ltd.,	
10666-97th Street	Phone 22565
Trudeau's Cleaning and Dye Works Ltd.,	
10050-103rd Street	Phone 23431
Brown Cleaners and Dyers,	
10017-109th Street	Phone 24128
Expert Dyers and Cleaners Ltd.,	
10056-105th Street	Phone 25252
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Dollar Cleaners,	
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W. R. ZEIDLER LTD.

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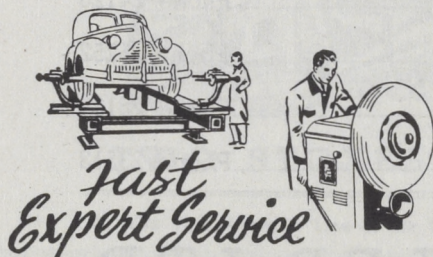
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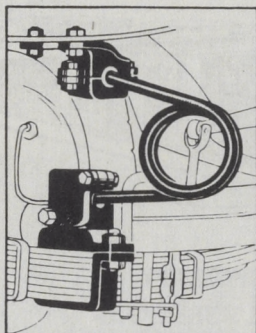
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Taxis

A. A. Arcade Taxi, 10033 Jasper Avenue Phone 25454
Black and White Taxi, 9803 Jasper Avenue Phone 28338
Jack Hay's Taxi, 10056 - 101st Street Phone 22111
Veteran Taxi Co. Ltd., 10748 Jasper Avenue Phone 29456
Yellow Cab, Memorial Walk Phone 23456

DRIVE YOURSELF CARS

C and C U-Drive Ltd., 10341 - 106th Street Phone 25262
Grey Line Driv-ur-self, Kingsway and 101st Street Phone 27033
Alberta Drivurself, 10050 - 100th Street Phone 41667

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WESTERN SUPPLIES LIMITED

Wholesale Plumbing and Heating ● Oil Well Supplies

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WHEN AND WHERE THE SERVICE CLUBS MEET

Cosmopolitan Club—

Meets at Corona Hotel, every Tuesday, 12:15 p.m.

Gyro Club—Meets at Macdonald Hotel, every Tuesday, 12:15 p.m.

Kinsmen Club—

Meets at Macdonald Hotel, every other Friday, 6:45 p.m.

Kiwanis Club—Meets at Macdonald Hotel, every Monday, 12:15 p.m.

Lions Club—Meets at Macdonald Hotel, every Thursday, 12:15 p.m.

Optimist Club—

Meets at Macdonald Hotel, every Thursday, 12:15 p.m.

Rotary Club—Meets at Macdonald Hotel, every Thursday, 12:15 p.m.

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Downtown Store—10160 - 103rd street.

South Side Store—10412 - 82nd Avenue.

West End Store—104th Avenue and 121st Street.

All stores open at 10:00 a.m. and close at 10:00 p.m.

Closed Sundays, Holidays and Election Days.

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Alberta Avenue Office: 9229 - 118th Ave., Phone 76374

South Side Office: 10824A Whyte Ave. Phone 34440

West End Office: 10837A - 124th St. Phone 81101

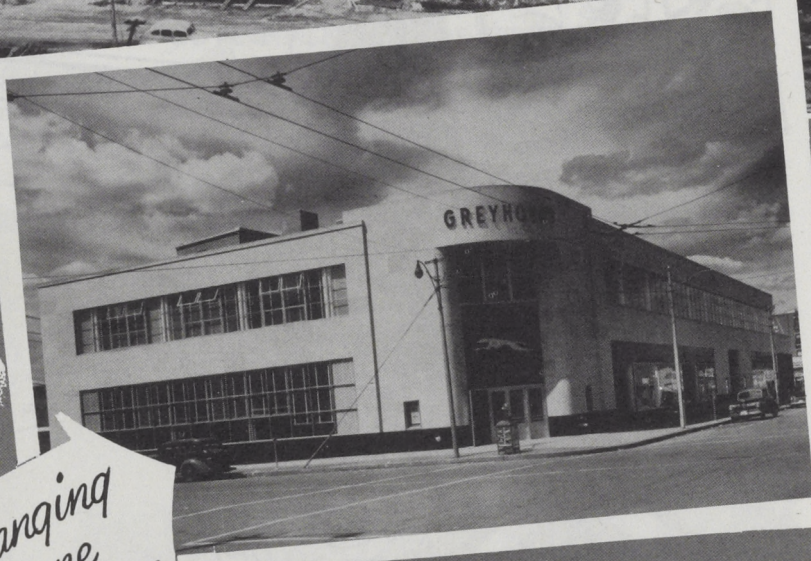
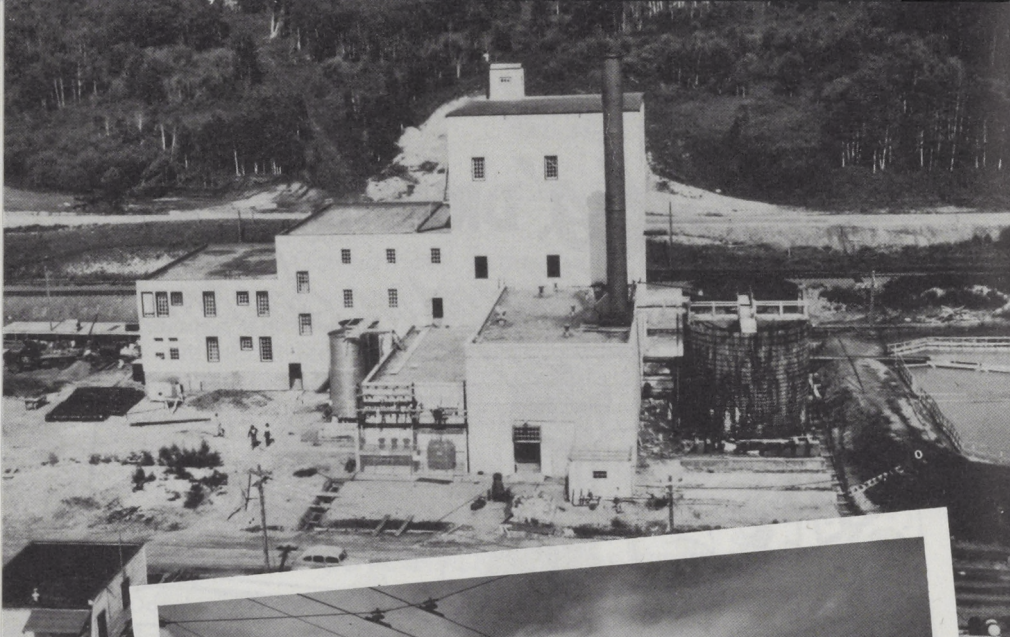
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Churches

We list below a few of the down-town churches for the benefit of visitors who may wish to attend them during their stay in Edmonton.

Anglican: All Saints (Pro-Cathedral)	10043 - 103rd St.
Baptist:	102nd Ave. at 102nd St.
Christian Science:	
First Church of Christ Scientist	10814 - 100th Ave.
Jewish: Congregation of the House of Israel	10102 - 95th St.
Lutheran: Augustana Lutheran	10837 - 96th St.
Methodist: Free Methodist Church	8401 - 114th Ave.
Presbyterian: First	10025 - 105th St.
United Church: McDougall United	101st St., cor. McDonald Dr.
Roman Catholic: St. Joseph's Cathedral	Jasper Ave. and 113th St.
Y.M.C.A.	10030 - 102A Ave.
Y.W.C.A.	10032 - 103rd St.



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THE PERFECT SOUVENIR . . .

The Finest

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We have a wonderful selection of linens from dainty handkerchiefs to exquisite banquet sets.

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FAMILY-SIZE UNITS

BEAUTIFULLY APPOINTED.
CONVENIENT AND COMFORTABLE.
SUPERSOFT MATTRESSES.
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NORTH STAR AUTO COURT

NEW ★ COMPLETELY EQUIPPED ★ KITCHEN FACILITIES

Between 107 St. and 108 St. on Kingsway (No. 2 HIGHWAY)

JOHN SCHADECK'S

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*Frigidaire
Refrigerators
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the most luxuriously decorated motel on the continent



FAIRBANKS
1,990 Miles

MEXICO CITY
3,571 Miles

KINGSWAY AT 106th STREET
EDMONTON, CANADA

R. G. Aitchison, Manager



Trains

To Jasper (C.N.R.)—Two trains daily from Edmonton.

For information on C.N.R. schedules, phone 21712 or 24731.

To Calgary and Banff (C.P.R.)—Four trains daily.

Phone 22822 for information on C.P.R. schedules.

East-West Departures from Edmonton—

C.N.R.—Trains leave daily east to Winnipeg-Toronto,
Winnipeg-Montreal, and west to Vancouver.

C.P.R.—Trains daily to Calgary-Winnipeg and west
to Vancouver.

North to the Peace River and Dawson Creek (Northern Alberta Railways)—

One train daily except Saturday for Dawson Creek. Phone 24731 for information regarding schedules to Barrhead, Hines Creek and Waterways.



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UNION TRACTOR & EQUIPMENT CO., LTD.

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Other Branches in
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Tourist Information



EDMONTON'S Tourist Information and Accommodation Bureau is located on the ground floor of the Provincial Building in the centre of the down-town area, just one block west of the Post Office. The Bureau is open daily, except Sunday, from 9 o'clock in the morning to 10 o'clock at night, to welcome you to Edmonton. Visitors to the city are cordially invited to drop in for any information they may require.

Informative folders and other descriptive literature dealing with Central and Northern Alberta, the Alaska Highway and all National Parks in Alberta are available here, as well as excellent Alberta road maps. The friendly, efficient staff is always happy to be of assistance and all members are prepared to give you information and help you with route planning.

The Bureau also maintains a complete listing of temporary housing accommodation and invites visitors to avail themselves of this service. Accommodation listed with the Bureau has been inspected and priced, and is in addition to the facilities provided by the city's various hotels.

MOTORISTS . . . head for



The Alaskan

AUTO COURT

KINGSWAY AND 109th STREET

- FULLY MODERN
- DE LUXE CABINS

ATTRACTIVE COMFORTABLE ACCOMMODATION



Planes

TRANS-CANADA AIRLINES—

Ticket Office in Macdonald Hotel. Phone 41440.

TO CALGARY—4 flights daily, with connections for southwestern U.S.

TO VANCOUVER AND VICTORIA—3 flights daily, with connections for western U.S., Australia, New Zealand and the Orient.

TO EASTERN CANADA AND U.S.A.—
3 flights daily, with connections for overseas.

CANADIAN PACIFIC AIRLINES—District Traffic Office and Ticket Office in C.P.R. Building. Phone 25191.

TO WHITEHORSE—one flight daily, except Sunday.

TO FAIRBANKS—flights on the first and third Thursday of each month.

TO FORT McMURRAY AND YELLOWKNIFE—one flight daily except Sunday.

TO FORT McMURRAY, NORMAN WELLS, AKLAVIK—flights on the first and third Monday of each month.

TO PEACE RIVER, GRANDE PRAIRIE, DAWSON CREEK—one flight on Monday, Thursday and Friday.

TO LLOYDMINSTER AND REGINA—one flight daily, except Sunday.

NORTH WEST AIRLINES

SOUTHBOUND TO MINNEAPOLIS and all points east and south—2 flights on Sunday, one on Wednesday and Thursday.

NORTHBOUND TO ANCHORAGE AND THE ORIENT—flights on Monday, Wednesday, Thursday and Saturday.

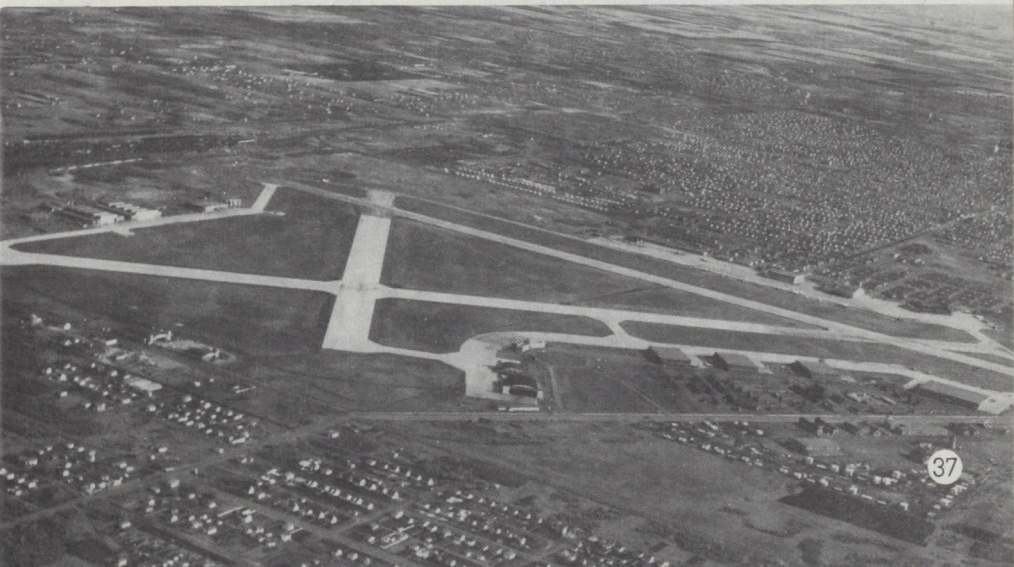
WESTERN AIRLINES—

Daily through flight to **SALT LAKE CITY** and **LOS ANGELES** with connections at Great Falls for **DENVER**, and at Denver for **OKLAHOMA CITY, TULSA** and **DALLAS**.

ASSOCIATED AIRWAYS—

Charter operators with aircraft available for sightseeing, hunting and fishing trips. Fuel, storage and space for visiting aircraft. No. 3 Hangar at Municipal Airport. Phone 84535.

Edmonton's Airport is Conveniently Located.





W. H. Clark Lumber Company

INVITES YOU TO EDMONTON!

SASH AND DOOR FACTORY

Expert millwork for all modern building needs—interior woodwork, cabinets, counters, doors, windows, sashes, **and the famous R.O.W. spring-cushion window units.**

LUMBER STOCK PILES

Seasoned lumber for construction work in Edmonton and district.





Buses

All bus lines operate from the Union Bus Depot at 10216 - 102nd Street.

To Calgary and Banff (Greyhound)—Seven buses leave Edmonton daily from Edmonton for Calgary, and from Calgary to Banff.

To Jasper (Greyhound)—One bus a day to Jasper.

To Winnipeg (Greyhound)—Two buses per day leave Edmonton for Winnipeg via Saskatoon, and three daily to Winnipeg via Calgary and Regina.

To Barrhead and Fort Assiniboine (Northland Arrow)—Two buses per day leaves Edmonton for Barrhead and Fort Assiniboine.

To Dawson Creek (Canadian Coachways)—One bus daily from Edmonton.

To Yellowknife (Canadian Coachways)—Two buses weekly from Edmonton, via Peace River, to Hay River on Great Slave Lake. Connects with motor vessel, Yellowknife Expediter, to Yellowknife.

*Like to go
Hunting?*



—Photo by Harry Rowed

HEAD FOR NORTHERN ALBERTA IN THE FALL!

... A TIP FROM

NORWOOD FOUNDRY COMPANY LIMITED

Founders in Iron, Brass and Aluminum • Semi-steel and Alloyed Castings
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IN COMPLETE ONE-STOP SERVICE



CANADA'S FINEST AUTOMOTIVE PREMISES

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The Waterloo Sales and Service premises in Edmonton—the finest in all Canada—places at the command of motorists the most complete and advanced equipment known to Automotive Service Engineering. We feature the exclusive Waterloo "LUBRILIFT," introducing a new technique in motor car lubrication—for the first time anywhere.

Tourists are specially invited to visit Waterloo Motors when in Edmonton for fast, efficient, complete one-stop service. Look for the Mercury-Lincoln sign.



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101st STREET AND KINGSWAY • 24-hour Service

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EDMONTON'S
SMARTEST
RESTAURANT



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Seven Seas

10525 JASPER AVENUE

TRULY FINE FOOD

Delicious Chinese dishes
delivered right to your door.

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for our delivery service.

Alberta Motor Association

The Alberta Motor Association maintains offices at 9905 - 101A Avenue, where motorists may obtain information about road conditions in all parts of the province, the best routes to travel, and how to get to your destination. Road maps, routing plans, and informative folders and brochures about points of interest, Alberta and National Parks are all obtainable at this office.

Visiting motorists should call at the A.M.A. Office or phone 25311 to obtain accurate, up-to-the-minute news on road and weather conditions or any subject pertaining to motoring in Alberta.

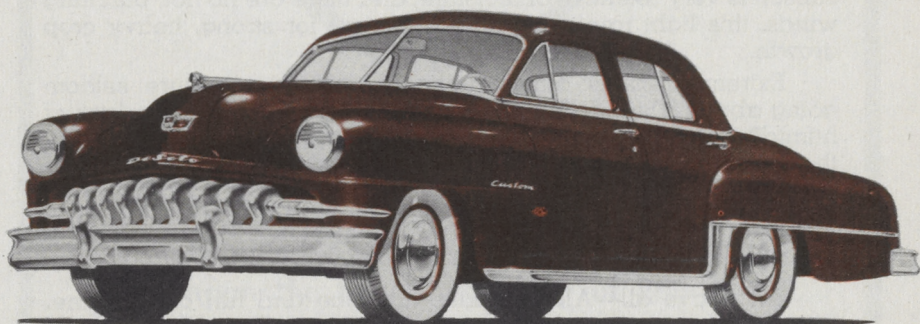
Junior Chamber of Commerce

The Edmonton Junior Chamber of Commerce, augmenting the services of the Chamber of Commerce, the city Tourist Bureau and the Provincial Tourist Bureau, offers, through its Tourist Committee, assistance and information to visitors in Edmonton. The Jaycees will be very happy to answer queries, or supply information about the city and its services to individuals or organizations, and will be readily available should any visitor require their services.

Through many other hard working committees this live-wire group of young men accomplishes a great number of worthy objectives and offer to the community sound leadership and guidance in many civic affairs.

DODGE and *DeSoto*

C A R S A N D T R U C K S



THE MOST OUTSTANDING CAR OF THE SEASON !

And This is the Place

. . . to bring your Dodge or De Soto for expert servicing. You may be sure of fast, efficient service to help you save your precious travelling time.

BURROWS MOTORS LTD.

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Climate



HIGH and dry, clear and sunny, the climate of Central Alberta, although subject to marked changes from season to season, is extremely pleasant. The air is clear and invigorating and the skies are bright and sunny the year around.

Summer climatic conditions here are ideal for the rapid, luxuriant growth of vegetation which results in excellent crop yields each year. Although the yearly rainfall is comparatively light, most of it comes during the growing season. Since the clay subsoil is very retentive of moisture, and there are no hot, parching winds, this light rainfall is quite sufficient for strong, heavy crop growth.

Extreme heat is almost unknown, the temperature seldom going above 80 to 85 degrees in the shade. Because of the lack of humidity these high temperatures cause no distress, and even at the hottest times of the year the nights are always fresh and cool.

The winter snowfall is fairly light, and rarely exceeds 12 inches at any time. Occasional low temperatures are registered, but such cold spells usually last for only very brief periods.

But above all—Alberta skies are blue and full of sunshine.



LARGEST IN THE WEST—Plant of the Hayward Lumber Co. Ltd., Edmonton.



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Established in 1837 . . and built
upon the firm foundation of guar-
anteed quality . . present

Canada's Finest Furs

also

Distinctive Fashions

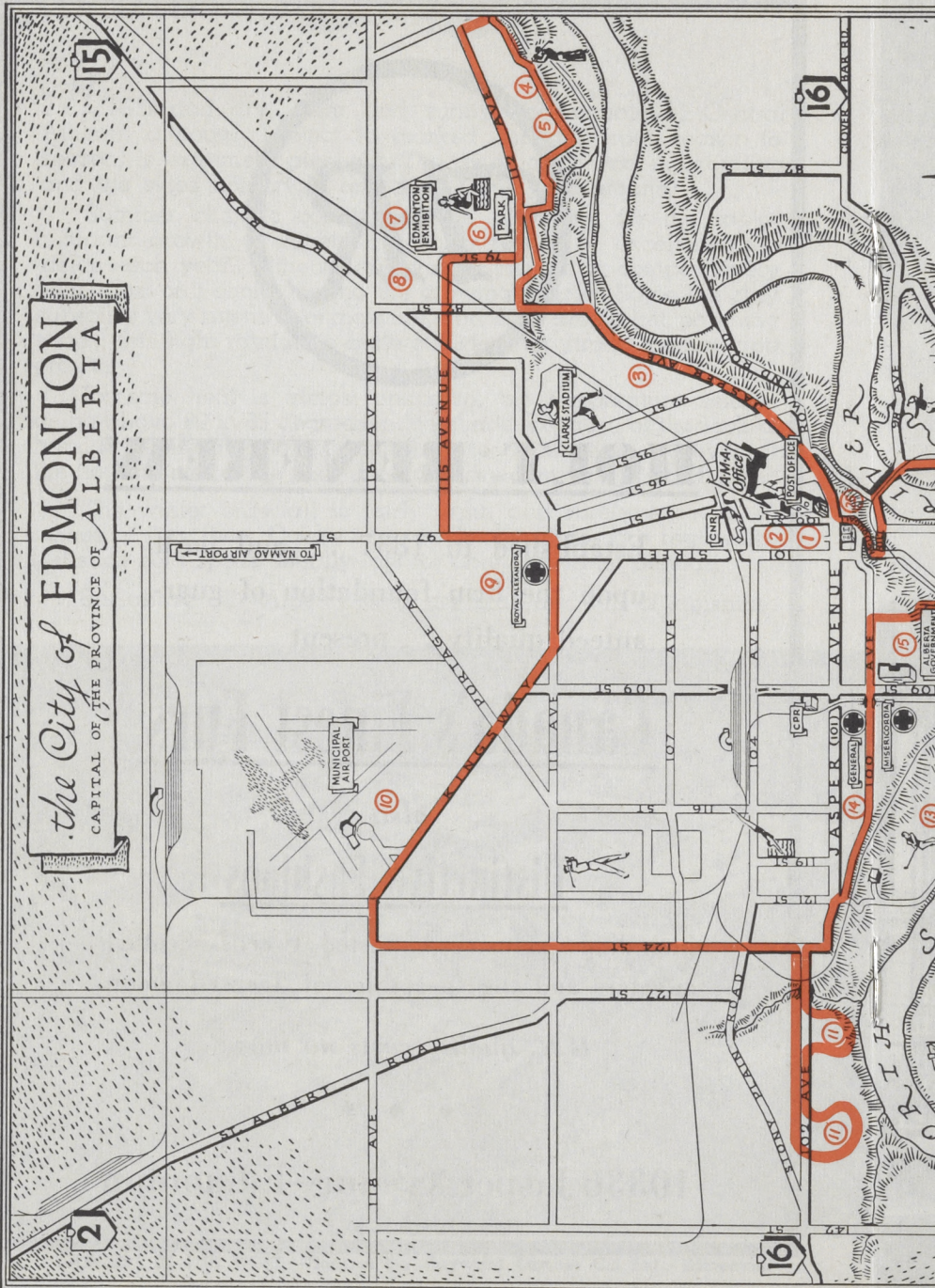
including exclusive imported tweeds, Scottish
sweaters and the specialties of Jaeger-London.

H.R. quality costs no more!



10336 Jasper Avenue—Edmonton

the City of EDMONTON
CAPITAL OF THE PROVINCE OF ALBERTA





LEGISLATIVE
BUILDINGS
AT EDMONTON



Points of Interest

THE CITY of Edmonton and the surrounding district is rich in colorful historic lore, and many a landmark has a story to tell. Such familiar sights as the high level bridge, the parliament buildings and many of the old homes along the river drives have behind them dramas which have affected the future of the province and the lives of thousands of citizens.

The following brief descriptions of some of the most interesting points along the blazed scenic drive (page 46:47) will assist the visitor in discovering the local color of the city.

Borden Park and Zoo: 112th Avenue and 75th Street.

Edmonton Exhibition Grounds: 79th Street and 115th Avenue (see page 87).

Meat Packing Plants: Edmonton's large meat packing plants produce twenty-five percent of the entire production of the western Canadian meat packing industry. The prize-winning plant of Canada Packers Ltd. was awarded gold medals from both the Royal Architectural Institute of Canada and the Ontario Association of Architects for beauty of design and simplicity of construction. The packinghouses of Edmonton are among the finest on the North American continent.

Canada Packers Ltd.—Fort Road and 70th Street.

Burns and Co. Ltd.—120th Avenue and 72nd Street.

Swift Canadian Co. Ltd.—66th Street near 124th Avenue.

Gainers Ltd.—80th Avenue and 96th Street, South Side.

Ukrainian Catholic Church of St. Josaphat—97th Street and 108th Avenue. This magnificent church, with its temple crosses soaring into the sky, was built entirely through subscriptions from the congregation. It stands as a testimonial to this good, free country where these Ukrainian Canadians considered it a privilege to give their all to build their own temple in which to worship God in their own way. It was first opened in 1947.

Mosque of Al Raschid: 111th Avenue between 101 and 102 Street. This is the only Moslem temple on the North American continent.

Edmonton Airport: Kingsway. Sprawling over 750 acres, this is one of the finest municipal airports in the Dominion of Canada (see page 58).

Father Lacombe Memorial and Church: Situated at St. Albert, 8 miles north of Edmonton on Highway No. 2. In this historic mission is preserved much of the story of the past. To the Blackfeet Indians, Father Lacombe was "the man with a good heart"; to the Crees he

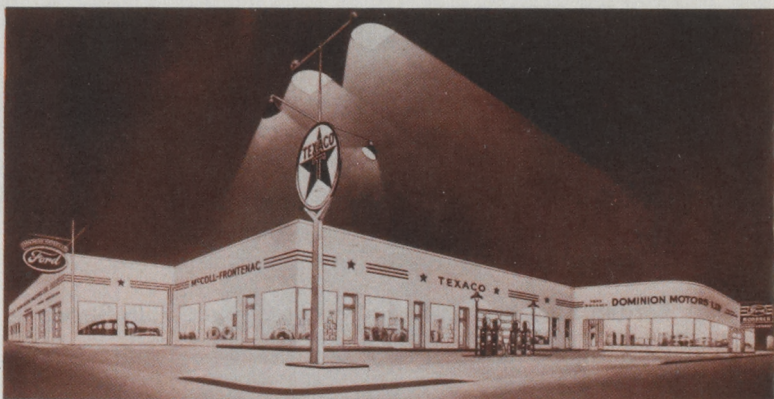
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Genuine FORD PARTS & TEXACO PRODUCTS



TEXACO
CREDIT
CARD
SERVICE

LARGEST
SERVICE
SPACE
IN
WESTERN
CANADA



DOMINION MOTORS LTD.

FORD AND MONARCH CARS AND TRUCKS

107th STREET AND JASPER AVENUE

PHONE 29421

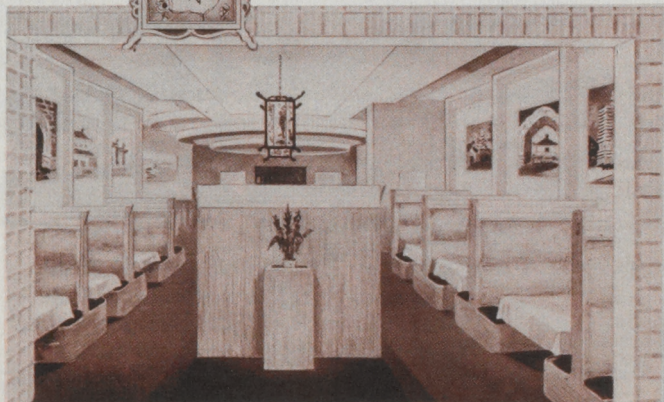
... while you are in Edmonton

You Will Want to Dine at the



PURPLE LANTERN

Famous for Fine Chinese Cuisine
Open Daily from 11 a.m. to 3 a.m.



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Prefer
Phone
22817
and Our
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Food
will be
Delivered
to You

10049 - 101st Avenue

was "the Noble Soul". The primitive little chapel he built in 1861 is now part of the historical museum maintained on the original site, with a brick structure built around and over it.

Mayfair Golf Course is situated on the south side of the Saskatchewan River, and may be viewed from the Glenora residential area, but may be reached by following the Saskatchewan drive west along the south side of the river (See page 56).

Field Force Cairn: Directly south of Administrative Buildings on 109th Street. This cairn was erected to the memory of the task force that, during the Riel Rebellion, engaged Big Bear's Indian warriors in Saskatchewan and prevented an Indian uprising in Alberta.

Alberta Parliament Buildings: 109th Street and 97th Avenue. Among the most dignified and beautiful in Canada, the Alberta Parliament Building stands on ground where fierce Indian battles once were fought. On this spot stood old Fort Edmonton, and here the first Christian service in Alberta was held. Into the Legislative chambers have gone progressive members of all shades of political thought, representatives of the forward-looking peoples who have made Alberta unique among provinces. The present Social Credit government was first elected in 1935—this is the only place in the world to elect an administration running under the Social Credit mandate.

Edmonton Museum: Top floor of the Parliament Buildings. The museum is packed with much interesting and colorful data.

High Level Bridge: Spans the Saskatchewan River valley at 109th Street.

University of Alberta Museum: Arts building, University Campus.

Cenotaph: 100th Avenue and 102nd Street.

George McDougall Memorial Shrine and Museum: 101st Street at 100th Avenue. The oldest building in Edmonton, it is open to the public every afternoon (See page 55).

Macdonald Hotel: 100th Street and 100th Avenue. Edmonton's finest hotel, it commands a sweeping view of the river valley.

Edmonton Museum of Arts: 102nd Avenue and 100th Street.

Imperial Oil Refinery was brought from Whitehorse, Yukon Territory, and reassembled here to handle the huge quantities of crude oil from the great new oil field in this area. It is located 4 miles east of the city limits on highway No. 16.



Welcome to Edmonton!



32 MODERN, DE LUXE CABINS

FULLY EQUIPPED

"A HOME AWAY FROM HOME"



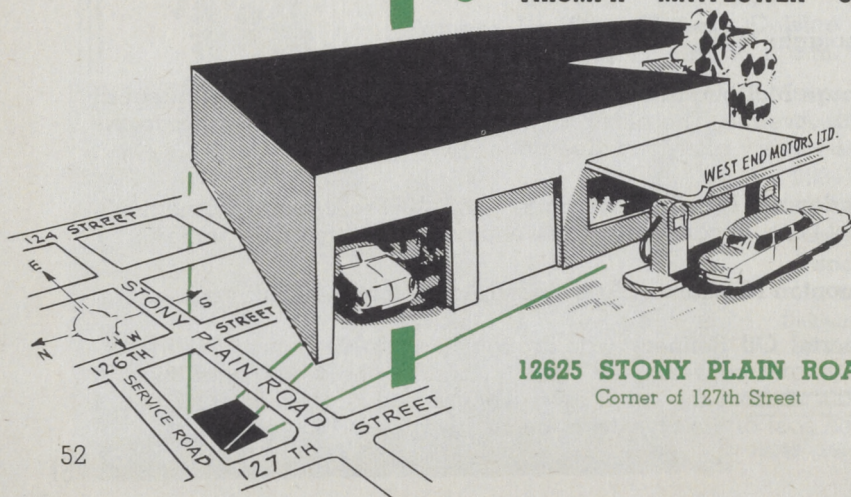
CLOCK AUTO COURT

North Side of Jasper Highway at 156th Street

WEST END MOTORS LTD.

NORTHERN ALBERTA
DEALERS FOR . . .

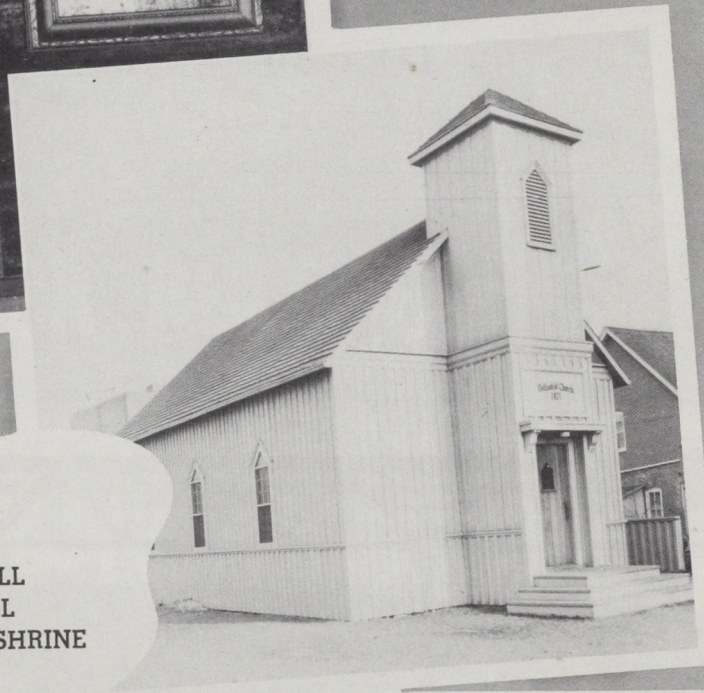
- STANDARD "VANGUARD" CARS AND TRUCKS
- TRIUMPH "MAYFLOWER" CARS



12625 STONY PLAIN ROAD
Corner of 127th Street



THE HIGH LEVEL
BRIDGE SPANS THE
RIVER VALLEY



McDOUGALL
MEMORIAL
CHURCH AND SHRINE





McDougall Memorial

*P*ERHAPS one of the most interesting landmarks in Edmonton, a very real link with the city's past, is a small and unpretentious grey building which stands quietly in the shadow of the McDougall United Church, just south of Jasper Avenue on 101st Street. Above the door is lettered the simple legend, "Methodist Church, 1871". It was the first building to stand outside the protecting walls of old Fort Edmonton!

From this little church, built in 1871 by the Methodist missionary, George McDougall, sprang the village which at last became the present city of Edmonton. As the little settlement grew, the Methodist Church became the meeting place for many other denominations and its walls resounded with the prayers and hymns of an ever-increasing company, the sturdy pioneers who hewed and toiled and worked to lay the foundations of a city.

For many years, in the noise and rush of modern times, the little church was quite forgotten. But at last it has been restored as a memorial and shrine to the man who built it, George McDougall. And a fitting memorial it is to this great missionary who was beloved by white and red man alike. For many years he worked on the prairies, educating the Indians, bringing to them the Christian faith and preparing them for the time when the white man would settle on their plains. As a peacemaker, too, he had great influence, and he was largely instrumental in keeping peace between the tribes and later, between the Indians and the whites.

The church has now become something of a museum and its hand-hewn log walls are hung with pictures of all the great pioneers—the missionaries, the traders, the homesteaders, the citizens of those early days. In a glass case are preserved many mementos of the past. Inside these old walls is a treasure-house of story—the colorful history of Edmonton and the great northwest.



Mayfair Golf Course

"... FINEST IN AMERICA!"



THOSE are the words of that famous South African golfing wizard, Bobby Locke, during an interview on the National Network of the Canadian Broadcasting Corporation in Montreal.

Golfers from other parts of Canada or the United States visiting here should not pass up an opportunity to play Mayfair. In a natural setting of rolling woods bordering the North Saskatchewan River, the course is accessible by car in ten minutes from downtown Edmonton. The big features of its beautifully tended fairways and greens are the ever-changing layout of the holes and its flawlessly kept sand traps to test the best of golfing skill. Yes, there are one hundred and five traps.

Let us run over a few of the interesting holes you can look forward to while covering its 6,700 yards.

Hole No. 1—455 yards. Par 4. Drives are made from an elevated grass tee through a neck of tall trees into a spacious fairway, well trapped on both sides. Seconds must be accurate as the fairway is narrowed by trees, and drops down to a large rolling green. It's a tough par four.

Hole No. 3—565 yards. Par 5. Here's a dog-leg, bordered by tall trees down the left to the turn, slightly downhill 225 yards away. Two long wood shots are required here, and then a very accurate iron to a long, narrow green cut away by traps at either side.

Hole No. 5—460 yards. Par 4. Tee shots are from a narrow strip in heavy woods and must cross steep, rolling fairway to a plateau 230 yards away. Tall trees border the left of the fairway which narrows down to a point at the green.

Hole No. 9—425 yards. Par 4. Another tough four is this, where the green is hidden from the tee and drives must clear the crest of an uphill stretch, 175 yards out. The fairway is then downhill right to the green which is centred between an out-of-bounds hedge at the left, and traps and tall trees on the right.

Hole No. 12—400 yards. Par 4. A rather unique experience for the visitor, you play from an elevated tee, completely across a heavily treed ravine immediately in front of the tee, making no fairway for the first hundred yards. Spacious fairway beyond the trees leads to another long, narrow green which runs down from the fairway, making it difficult to see.



Clubhouse and Putting Greens of the Mayfair Golf and Country Club.

Hole No. 14—485 yards, Par 5. A wide fairway lined with trees on both sides, drops down from the tee. Narrowing to 50 yards at the 400-yard distance, the last 40 yards drops steeply to a large rolling green, hidden, except for the top of the tall flag pole. A frequent birdie hole for the expert.

Hole No. 18—410 yards. Par 4. Played from a tee shaded by a grove of choice Canadian Birch, the narrow fairway rises slightly for 200 yards, and then drops in a series of steep rolls to a picturesque circle-shaped green guarded at each side by deep traps. The green has tricky rolls, as the aprons rise sharply all around, giving it a bowl shape. Members relax in garden chairs above this beautiful green while watching the play here.

Yes, there are a few Par 3 holes—four to be exact—not one of them an easy iron shot from the tee and all heavily trapped. We know you'll enjoy every hole of this well groomed course with its watered fairways and rolling greens. The clubhouse, with adequate facilities, is set in a magnificent flower garden. We are sure that having played Mayfair, you will agree with Bobby Locke—"... it's the finest in America!"

Edmonton Airport



The Edmonton Airport, one of the largest and most important airports in Canada, is a major point on the great circle route from North America to the Orient.

AREA—750 acres with 664,036 square yards of concrete runways and aprons.

Four major airlines have scheduled flights in and out of Edmonton, and eight others have schedule and charter trips servicing mining interests, fur traders and other far northern projects.

Traffic is heavy at the Edmonton Airport, between eighty and ninety thousand landings and take-offs being recorded in 1949.

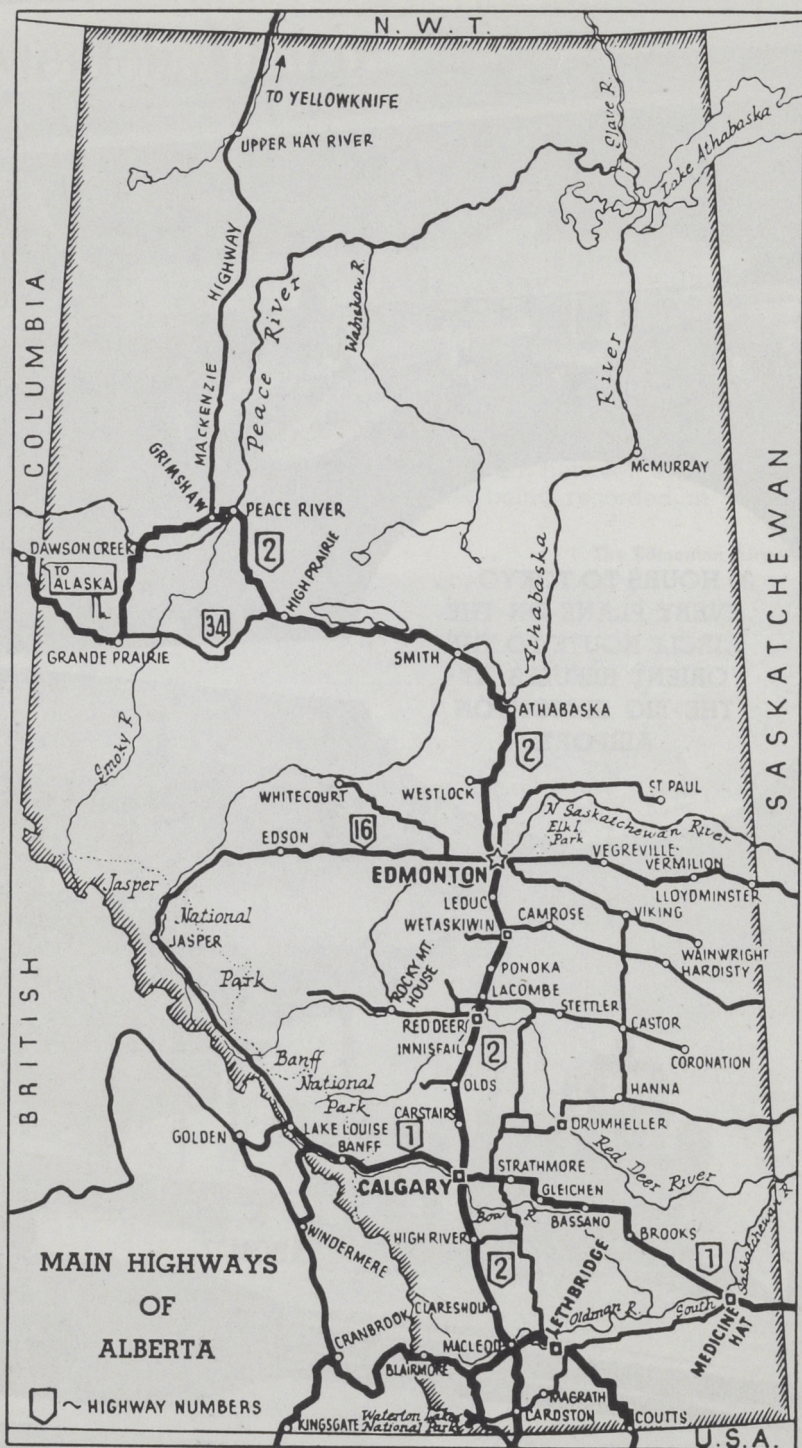
The Edmonton Airport





30 HOURS TO TOKYO . . .
 EVERY PLANE ON THE
 CIRCLE ROUTE TO THE
 ORIENT REFUELS AT
 THE BIG EDMONTON
 AIRPORT.







Parks and Resorts

ALBERTA beckons the traveller. The lure of the Rockies, of incomparable scenic beauty, the call of Alberta's parks and resorts every year attracts more and more visitors. None of these parks and resorts is more than a few hours from Edmonton. The following table will show you at a glance the distances of the most popular playgrounds and beach resorts from the capital city.

FROM EDMONTON TO

Jasper	235 miles	Sylvan Lake	109 miles
Banff (via Jasper)	421 miles	Pigeon Lake	68 miles
Banff (via Calgary)	276 miles	Gull Lake	91 miles
Columbia Ice Fields	355 miles	Seba Beach	52 miles
Elk Island Park	30 miles	Alberta Beach	45 miles

EDMONTON PARKS

Right in Edmonton are city parks that compare with any on the continent. The city has 2,168 acres reserved for park areas, of which 1,300 are in the Saskatchewan River valley.

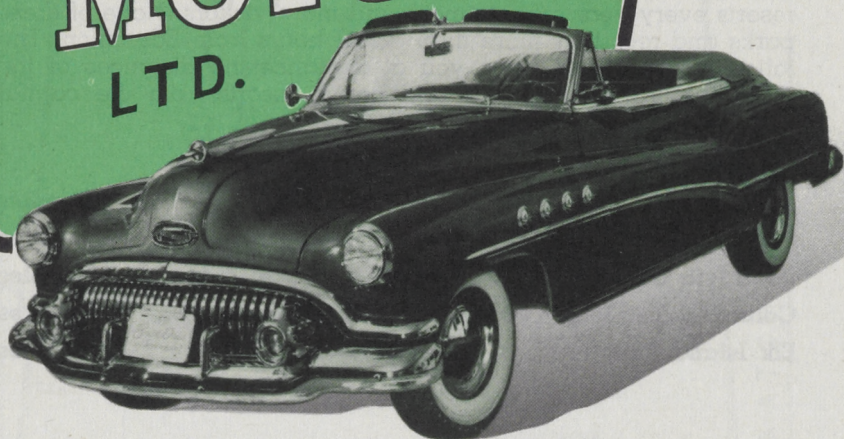
Queen Elizabeth Park (South Side Park) on the south bank of the Saskatchewan River, may be entered at several points on Saskatchewan Drive. This is a lovely spot with a swimming pool, open grates for casual cooking operations and a roofed-in diving pavilion.

Victoria Park—on the north bank of the river, with an entrance at 109th Street, just west of the high level bridge, covers 135 acres. This park area contains the city-owned and operated Municipal Golf Course and Clubhouse, a cricket pitch and excellent picnic-ing facilities.

Borden Park—in the eastern section of the city, 112th Avenue and 75th Street, houses the zoo, as well as an outdoor swimming pool. It is an extremely popular Sunday band concert spot.

Whitemud Park—on a river flat in a south western section of the city. Much of this 123-acre park is still beautiful, virgin parkland. Picnicking, boating, bathing and riding concessions have been leased to private operators who cater to out-door minded holiday crowds.

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Elk Island Park

Only twenty-seven miles east of Edmonton nearly two thousand great, wild plains buffalo roam the parkland, just as they did hundreds of years ago. Huge herds of elk and moose wander through the woods and plains, free and unmolested. They are all inhabitants of the largest fenced animal preserve in Canada—Elk Island Park.

Reached by Highway No. 16 from Edmonton, this park is preserved in its natural state and is traversed by all-weather roads which allow the motorist to observe these denizens of the wild at close range. The whole area is dotted with lakes from which rise many charming little islands. These protected waters provide an ideal nesting ground for thousands of wild duck and geese. Within the boundaries of this lovely game sanctuary the visitor captures the illusion of exploring the virgin west.

The big thrill of Elk Island Park is, of course, the opportunity to watch the huge, shaggy, mettlesome buffalo, an animal now almost extinct on this continent, and to glimpse the graceful elk and the stately moose, monarch of America's animal kingdom. But there is still more fun in store for the visitor to this park, for in the vicinity of Sandy Beach, on the east side of lovely Astotin Lake, he will come upon a small resort. Here, of a weekend, people flock in holiday mood. There are facilities to accommodate the vacationer for a day or a week, for picnics, for elegant dining or the national "hot dog". Not only a sanctuary for game is Elk Island Park, but a sanctuary also for the city dweller and the business man, for everyone who longs for a taste of the country.

Herds of Buffalo Roam the Elk Island Game Preserve





Astotin Lake in Elk Island Park is Dotted with Charming Islands

You can play golf on an excellent 9-hole course and enjoy the privileges of an attractive club house. You can watch a baseball game. You can swim at Sandy Beach, or rent a boat for a cruise around the pretty wooded islands. You may listen to a band concert under the stars, join in a community sing-song, dance to the music of name bands or take a whirl at a country square dance. There is a well appointed dining room, if your taste runs to chicken or steaks with all the fixings, a large coffee shop and a refreshment booth. If you prefer an outdoor picnic you will find a spacious picnic ground, complete with open ranges, fuel, hot water, tables and benches.

There is also very good cabin accommodation and a trailer camp with electrical outlets at Sandy Beach. De luxe cabins with hotel appointments, house from four to six adults, and in addition, there are a number of simple tent cabins.

Elk Island Park being a game preserve, visitors are not allowed to carry firearms and must not molest the wild animals, the birds or their nests. But do bring your camera, for you will have many opportunities to snap priceless pictures in this spot where all wildlife is protected, and where roams the finest herd of buffalo in North America.



Beach Resorts

Sylvan Lake—109 miles from Edmonton on No. 2 Highway. Attractions at this fine lake include swimming, boating, golfing, tennis, riding and dancing. Tourist cabins are available close to the business section of town.

Pigeon Lake—68 miles from Edmonton, 28 miles west of Wetaskiwin. There is swimming, boating, fishing and moonlight dancing at this lovely resort lake. A clean, white, sandy beach and crystal clear water make this a great favorite for summer cottagers.

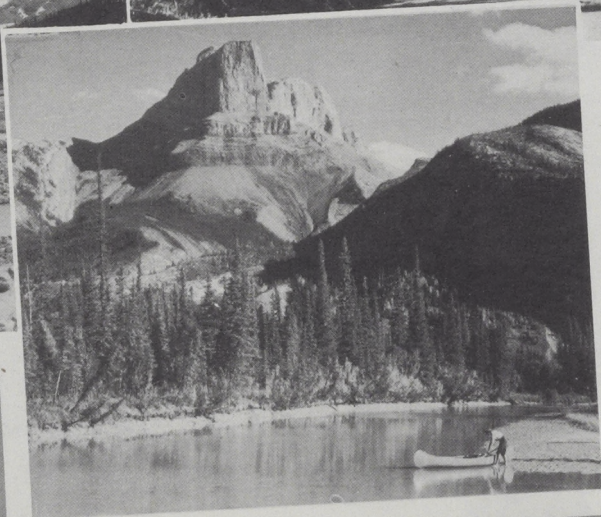
Gull Lake, Seba Beach and Alberta Beach—These are all popular resorts, attracting many city businessmen and their families for fishing, swimming and other aquatic sports.

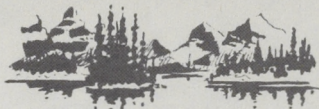
Beaches and Rivers Close to the City Provide Ample Recreation Facilities





A MOST
GLORIOUS
HOLIDAYLAND
AWAITS YOU AT
JASPER





Jasper Park

IT IS only a little more than a half day's drive from Edmonton to one of the most extravagantly beautiful spots on the continent—Jasper National Park! In this 4,200 square miles of fabulous holidayland nature has bestowed her gifts of scenic beauty with a prodigal hand. Towering, snow-crowned peaks soar far into the clouds; swift, white streams rush through the alpine valleys and the entire region is dotted with gem-like glacial lakes.

In this setting of mountains and green forest you may spend your days exploring from a car or saddle, hiking, climbing or fishing in an angler's paradise. In the heady mountain air you will discover a new zest for living. You will want to swim and go canoeing, to play tennis and shoot a game of golf on the fine championship course at Jasper Park Lodge.

You will want to see the regal peak of Mount Edith Cavell with the remarkable "Glacier of the Angels" clinging at its breast. You must not miss Maligne Canyon, Medicine Lake and the incredible, still beauty of the incomparable Maligne Lake. The magnificent Mount Robson, the strange and mysterious Columbia Ice Fields, the Athabasca Falls, the Sunwapta Falls, Miette Hot Springs, the Tonquin Valley and Amethyst Lake sheltered by the impressive Ramparts range—these are only a few of the places that everyone should see for himself.

It is impossible to see all of Jasper Park in one visit, and every mountain and every lake has a thousand facets, changing indefinitely with each changing mood of weather or season. Visitors return again and again, always to discover that they cannot exhaust the wonders of this region.

Accommodation at Jasper Park is excellent, and ranges from the most luxurious to the most simple. Three miles from the town of Jasper is the famous Canadian National Railways hotel, Jasper Park Lodge. There are several hotels in Jasper town and quite a number of very good bungalow and cabin camps scattered throughout the Park, most of them close to the town. A list appears on page 69.

If you have never seen Jasper Park a wonderful experience awaits you. If you are returning for the second or third time you will find hundreds of new places to see and will have the delight of discovering the old scenes afresh.



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Jasper Park Lodge

ACCOMMODATION IN JASPER AND VICINITY

TOURIST COURTS

Athabasca Falls Bungalow
Camp
Auto Tent Cabins
Bolli's Cabins
Rainbow Tent Cabins
Tekarra Lodge

Pine Bungalow Cabins
Kiefer's Alpine Village
Lake Edith Camp
Miette Hot Springs Bungalows
Becker's Bungalows

HOTEL ACCOMMODATION

Jasper Park Lodge (C.N.R.), 4
miles from Jasper

Astoria Hotel

Athabasca Hotel

Pyramid Hotel

Tonquin Valley Camp, 26 miles
from Jasper

Medicine Lake Chalet, 22 miles
from Jasper

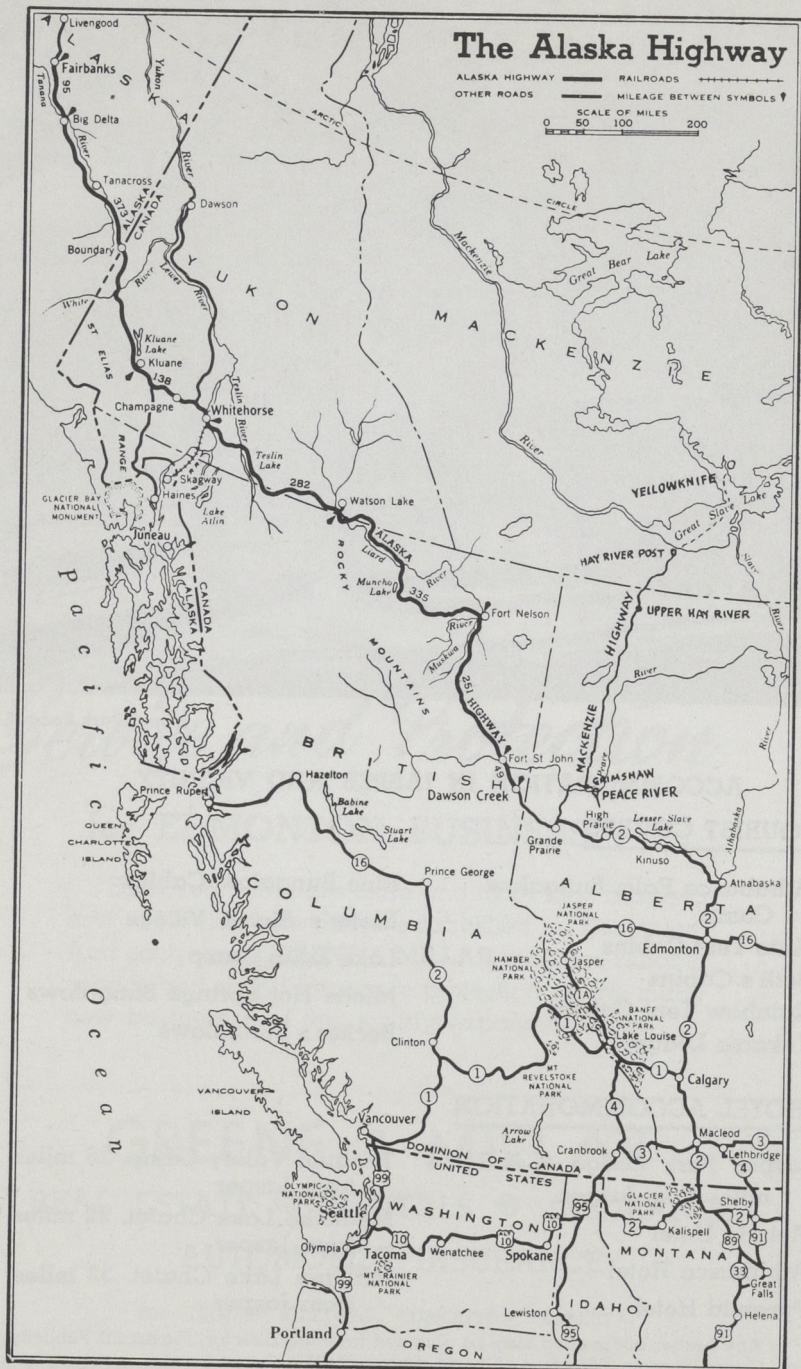
Maligne Lake Chalet, 32 miles
from Jasper

Any further information may be obtained from the Director, Provincial Publicity and Travel Bureau, Edmonton, Alberta. Phone 916460.

The Alaska Highway

ALASKA HIGHWAY ——— RAILROADS ———+——
OTHER ROADS ——— MILEAGE BETWEEN SYMBOLS 9

SCALE OF MILES
0 50 100 200





Alaska Highway

A unique and thrilling vacation for the traveller with a taste for adventure is a trip along the famous Alaska Highway. If you are enthusiastic about camping or roughing it, hunting, fishing or journeying through a wild and beautiful country, this is the holiday for you!

Pushing back the last frontiers of the north, the highway traverses a tremendous region of unbroken forest, rivers, lakes and mountains. After crossing the lush and rolling Peace River basin the road soon begins to penetrate a wilderness almost untouched by the hand of man. Through the densely forested Rocky Mountain region and deep into the spruce, birch and aspen-clad river valleys of the interior there is little sign of habitation, except for infrequent small outposts or the occasional mining project and highway construction camp. It is a lonely land, rugged, wild and austere beautiful. In the deep silences of these virgin forests civilization seems far away indeed. But when you come into the cities of Alaska you will be amazed by their modernity, their electric refrigeration, modern plumbing, neon signs, airports and streamliner trains, all rubbing shoulders with the old buildings of the frontier days.

Edmonton is the starting point of the trip, but the highway proper begins at Dawson Creek, terminal point of the Northern Alberta Railway, 475 miles from Edmonton. From Dawson Creek, the highway, a gravelled, all-weather road, runs 1,523 miles to Fairbanks, Alaska, 1,221 miles of which is in Canada and 302 miles in Alaska.

The best season for travelling the Alaska Highway is between May 15 and October 15. Extreme winter cold and the early spring thaw make driving uncomfortable and difficult for a pleasure trip, although the road is open all winter. It is true that, during the summer, dust and mosquitos are quite bad in some areas, but if you are properly prepared this will not mar your trip. It is well to remember that in the mountain areas the nights are cold, even at mid-summer. And when planning your journey, take advantage of the fact that you will have 16 to 20 hours daylight in this country. Reports on the condition of approach roads may be obtained from the Director, Provincial Publicity and Travel Bureau, Edmonton, Alberta.

Campgrounds with adequate cooking facilities, have been prepared along the route for the use of travellers who are equipped for camping and carry their own supplies. Roadside accommodation—hotels, stores, meals, gas, oil and repairs—are available along the entire route. A list of these facilities appears at the end of this article. The traveller should check these stops and plan carefully, for he cannot expect help in the matter of food, shelter, or automotive repairs from Northwest Highway System Maintenance Camps. Arrangements for accommodation should be made in advance.

Campers should bring a light, insectproof tent, down sleeping bags or blankets, a cooking outfit, camp axe and first aid kit. Wear



Rustic Buildings in a Wilderness Setting—Typical Alaska Highway Scene.

the same clothing as you would for travelling in the Northern United States with the addition of an extra warm sweater or coat for cool nights. Movie film is difficult to obtain enroute, so plan to carry or purchase sufficient in Edmonton for the trip.

The northern regions of Alberta and British Columbia, and most of the Yukon and Alaska offer the sportsman the finest variety of fish and game on the continent. You can bag mule deer, moose, caribou, sheep, mountain goat, black and grizzly bear, ducks, geese, grouse, and in Alaska there is also the graceful little Sitka deer and the giant brown or Kodiak bear. The angler may stop along the way for giant rainbow trout, landlocked steelhead, Arctic grayling, northern pike, pickerel, lake trout, Dolly Varden, and the South-eastern Alaskan cutthroat.

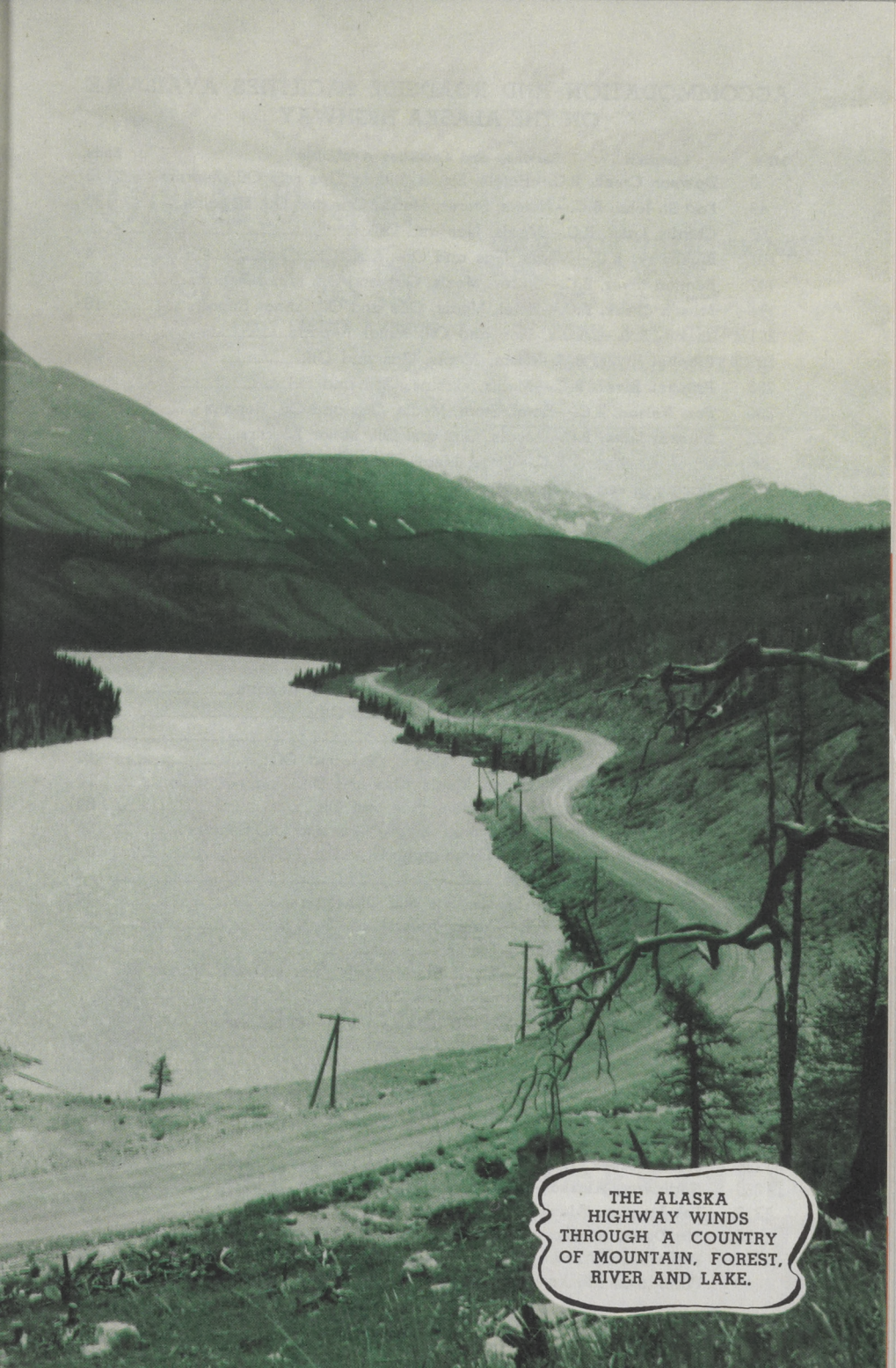
Hunting and fishing laws are very strictly enforced throughout the territory traversed by the Alaska Highway, and current information about seasons and licenses should be obtained before making the trip, from:

British Columbia—Game Commission, 567 Burrard St., Vancouver, B.C., Canada.

Yukon Territory—Dept. of Mines and Resources, Ottawa, Canada or Whitehorse, Y.T.

Alaska—U.S. Fish and Wildlife Service, Juneau, Anchorage or Fairbanks.

If you are heading for the Alaska Highway this year, you will have a wonderful trip, providing you carefully plan the journey beforehand. If you are not equipped for camping, arrange for accommodation beforehand. Remember that the road was built through the wilderness as a military highway and do not expect luxury on the way. Happy motoring! May you have a thrilling journey into the land of the midnight sun.



THE ALASKA
HIGHWAY WINDS
THROUGH A COUNTRY
OF MOUNTAIN, FOREST,
RIVER AND LAKE.

ACCOMMODATION AND ROADSIDE FACILITIES AVAILABLE ON THE ALASKA HIGHWAY

Mile	Location	Services and Facilities Available	Beds
0	Dawson Creek, B.C.	Hotels, Stores, Meals, Gas and Oil, Repairs.....	140
49	Fort St. John, B.C.	Hotels, Stores, Meals, Gas and Oil, Repairs.....	130
52	Charlie Lake, B.C.	Meals, Gas and Oil.....
101	Blueberry, B.C.	Meals, Gas and Oil.....	4
147	Beaton River, B.C.	Stores, Meals, Gas and Oil, Minor Repairs.....	30
171	Mason Creek, B.C.	Hotel, Meals, Gas and Oil, Minor Repairs.....	10
201	Trutch, B.C.	Meals, Gas and Oil, Minor Repairs.....
232.5	Prophet River, B.C.	Store, Meals, Gas and Oil.....	20
233	Prophet River, B.C.	Meals, Cabins, Gas and Oil.....
300	Fort Nelson, B.C.	Hotel, Store, Meals, Gas and Oil, Repairs.....	70
392	Summit Lake, B.C.	Meals, Gas and Oil, Minor Repairs.....	30
397 B.C.	Store, Meals, Gas and Oil, Minor Repairs.....	6
423	Racing River, B.C.	Meals, Gas and Oil.....
456	Muncho Lake, B.C.	Meals, Gas and Oil.....
533	Coal River, B.C.	Hotel, Meals, Gas and Oil, Minor Repairs.....	14
620	Lower Post, B.C.	Hotel, Stores, Meals, Gas and Oil, Minor Repairs.....	40
632 Y.T.	Camp-grounds.....
634	Watson Lake, Y.T.	Hotel, Store, Meals, Gas and Oil.....	40
710	Rancheria, Y.T.	Meals, Gas and Oil, Tires.....	30
733.4 Y.T.	Gas and Oil.....
777	Morley River, Y.T.	Hotel, Meals, Gas and Oil, Repairs.....	22
804	Teslin, Y.T.	Hotel, Store, Meals, Gas and Oil.....	14
836.6 Y.T.	Meals.....	10
843 Y.T.	Hotel, Meals, Gas and Oil.....	16
872	Judas Creek, Y.T.	Cabins, Meals, Gas and Oil, Camp-grounds.....	10
883	Marsh Lake, Y.T.	Hotel, Meals, Gas and Oil.....	30
918	Whitehorse, Y.T.	Hotel, Stores, Meals, Gas and Oil, Repairs.....	100
967	Mendenhall Creek, Y.T.	Camp-grounds.....
974	Champagne, Y.T.	Store.....	4
996	Canyon Creek, Y.T.	Meals, Gas and Oil, Repairs.....	14
1013	Haines Junction, Y.T.	Camp-grounds.....
1022	Bear Creek, Y.T.	Store, Meals.....	4
1094	Burwash Landing, Y.T.	Hotel, Store, Meals, Gas and Oil, Repairs.....	40
1105	Kluane River, Y.T.	Camp-grounds.....
1152	Lake Creek, Y.T.	Camp-grounds.....
1184	Dry Creek, Y.T.	Hotel, Meals, Gas and Oil.....	40
1206	Snag, Y.T.	Canadian Immigration and Customs.....
1210 Y.T.	Meals, Gas and Oil.....	8
1213	Mirror Creek, Y.T.	Camp-grounds.....
1221.4	Canada-Alaska Boundary		
1226	Scottie Creek, Alaska	Store, Gas and Oil.....
1270	Northway, Alaska	Store, Gas and Oil.....
1318	Tok Junction, Alaska	Meals, Store, Gas and Oil.....	40
1428	Big Delta, Alaska	Meals, Gas and Oil, Stopover.....
1458	Richardson, Alaska	Meals, Gas and Oil, Repairs.....
1523	Fairbanks, Alaska	Hotels, Stores, Meals, Gas and Oil.....



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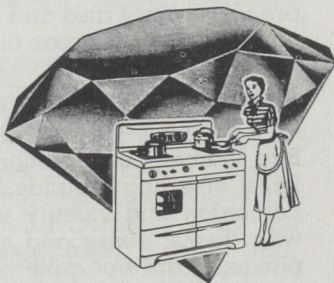
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Hunting



ALBERTA is a paradise for hunters, whether they come after large game or small. Tourists wanting to use guns or rifles must get permission from the R.C.M.P. to do so. The National Parks and game preserves provide ample breeding grounds (and protection) for the increase of wild life, and the overflow from these sanctuaries ensures a continuous supply of game—and good hunting!—in the open territory.

Here is where to find your game . . .

Big Horned Sheep: Found in various locales within the mountain areas from Waterton Lakes Park to within 100 miles of Peace River.

Mountain Goat: Similar locale, though the old billies prefer to live amid the inaccessible peaks and the most rugged mountains.

Woodland Caribou: All the way from the Athabasca River, north through the foothills and mountains to the B.C. boundary.

Elk: Found mostly in the Pembina-Brazeau reserve. Only a limited number of licenses are issued each year; and only older bulls, with ten points and over, may be taken.

Mule Deer: Abound everywhere from Edmonton north, particularly numerous from the foothills and mountains of Waterton Lakes Park to the northern boundary. Sportsmen can leave the city and be in "muley" territory within a matter of two or three hours by car.

Moose: Somewhat in the same territories as the mule deer, but not quite so close to civilization. Excellent hunting north of the Calgary-Banff branch of the C.P.R. line, right to the north woods.

Grizzly and Black Bear: These babies are for the hunter with the steady heart and the good eye. Hunters after grizzlies should travel in pairs and generally into the mountain areas. The black bears are found there also and closer to civilization as well. They like the timber and park areas of the north—and you may even find them in a farmer's pigpen.

Antelope: Found in the south-east of the province in abundance. May be hunted only with special permit.

Bird Game: Conservationists consider Alberta one of the world's finest breeding grounds for migratory and other bird game. From Edmonton and vicinity to the far north, every water hole teems with ducks, geese and snipe. Prairie chicken, ruffed grouse and pheasant are not quite so plentiful of late years, and the season is usually restricted, and is completely closed on Chinese and Mongolian pheasants. The Hungarian partridge, introduced in 1908 and 1909, is so wily and quick that it has increased tremendously. In shooting birds always observe the bag limit and remember that Sunday shooting and the use of live decoys is prohibited.



Fishing

THE MOST famous "dry land" fishing in the world is to be found in Alberta—everything from tiny goldeye to salmon trout is available in the Edmonton vicinity. Motorists visiting the National Parks need a fishing license in the Park. The season usually opens about May 1st for the Red Deer and North Saskatchewan Rivers and their tributaries, June 1st for the Athabasca River and its tributaries; and June 16th for the Bow River and other southern rivers and their tributaries. Cost of three-day permit \$1.00.

Vicinity of Edmonton—Fair sport for pike, pickerel, perch and goldeye may be had in a number of waters within a sixty-mile radius of the city, including Wabamun Lake, Isle Lake, Lac Ste. Anne, Lac la Nonne, Lake Nakamun and Chip Lake.

Wetaskiwin District—Pike, pickerel and perch can be caught in Pigeon Lake, 28 miles west of Wetaskiwin—just 68 miles from Edmonton.

North and East of Edmonton—There are pike, pickerel and perch in a number of good fishing lakes in this area and Cold Lake is famous for its excellent lake trout, well known for their large size and delicious flavor. The other fishing lakes here are Frog Lake, Baptiste Lake, Lac la Biche, Buck Lake, Skelton Lake, and Amis Lake.

West of Edmonton—Dolly Varden trout, rainbow trout and grayling are found in the Edson River, Trout Creek, McLeod River, Musky River, Obed and Bear Lakes, Moose Creek, Sundance Creek, and Embarras Creek, all close to Edson.

Good sport for Dolly Varden trout, rainbow trout and grayling may be had in the numerous waters conveniently reached from the Brule station—Brule Lake, Fish Lake and Creek, Solomon Valley waters and the Hay River.

Jasper National Park—Rainbow trout, cutthroat trout, Dolly Varden trout and salmon trout are indigenous to the lakes and streams of Jasper National Park, while Loch Leven trout, land-locked salmon, and eastern brook trout have been introduced into these waters. The best fishing waters within easy access of the town of Jasper are Lakes Annette and Edith, Pyramid Lake, and a group of small lakes — Caledonia, Marjorie, Hibernia, and Dorothy — on the benches of the Athabasca River. Wabassa Lakes, 8 miles from Jasper are noted for rainbow trout.

FISH AND GAME REGULATIONS

Regulations regarding the open seasons for fish and game vary from year to year. Detailed information regarding seasons and licenses should be sought from the Game Branch, Department of Lands and Mines, Edmonton, Alberta, phone 916229 and from the Fisheries Branch, Department of Lands and Mines, Edmonton, Alberta, phone 916417.

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EDMONTON



Sports

EDMONTON, like most cities and towns of the west, is typically sports-minded. Throughout the year, summer and winter, general interest in sporting events run high. The natural vigor and energy of the people in this part of the world expresses itself in a zest for both spectator and active participant games of all kinds.

Baseball: At Renfrew Park, Western Canada's finest baseball park, at 104th Street and 96th Avenue, baseball fans will see top teams from all over Western Canada and the best available from the United States in action. Renfrew Park is equipped with the last word in General Electric Lighting systems and games are played under lights several nights each week.

Visitors are specially invited to watch a few of these exciting games while in Edmonton.

Rugby-Football: An Edmonton citizen-sponsored team, the Edmonton Eskimos, plays in the Western Conference and games are played at Clarke Stadium from late August through October. Since the forming of the new Edmonton team in 1949 enthusiasm for football has run high and crowds of just over 11,000 have turned out for home games. Visitors are invited to attend.



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CLOSED Daily 11:00 p.m.

Saturdays, Sundays and Holidays 9:00 a.m.

Sundays 6:00 p.m.

Fastball: Kingsway Park is the home of fastball in Edmonton. There are several leagues, and visitors are assured of an interesting game any night at Kingsway.

Golf: For holidayers whose first thought is a likely game of golf Edmonton has several really excellent courses.

PUBLIC COURSES:

Municipal Golf Course, Victoria Park. Phone 22120.
Riverside Golf Course, Dawson Bridge, No. 16 Highway.

PRIVATE GOLF CLUBS:

Mayfair Golf and Country Club, South Side. Phone 32767.
Edmonton Country Club, 156th Street. Phone 82189.
Highlands Golf Club, 66th Street and Ada Blvd. Phone 71741.
The usual visitors' privileges are extended to all club members at the city golf clubs.

Tennis: Visitors are welcome on the hard rolled, taped courts of Edmonton's tennis clubs:

Glenora Tennis Club, 10139 - 120th Street.
Garneau Tennis Club, 108th Street and 83rd Avenue.
Civil Service Tennis Club, 96th Avenue and 106th Street.

Lawn Bowling: Anyone desiring to play is invited to any of Edmonton's excellent greens where bowls will be provided. Greens are located at:

Edmonton Club, Saskatchewan Drive	Canadian Legion, Memorial Hall
Garneau Club, Garneau Community Centre	Highlands Club, 65th St.
Royal Club, Parliament Bldgs.	Alberta Avenue Club, 9228 - 118th Avenue
Patricia Club, 10904 - 94th St.	C.P.R. Club, South Side Station
Westlawn Club, 124th St.	

Riding Academies: Three well-known riding academies make fine saddle horses available to visitors who have a yen for the feel of the leather.

Briercrest Stables, 117th Ave. and 149th St. Phone 83290.
Greening Riding School, 10351 - 73rd Ave. Phone 33271.
Edmonton Riding Academy, Jasper Place (West Edmonton).

Swimming Pools: Three outdoor pools, municipally owned and operated, and two indoor pools make swimming a popular summer sport right in the city. Even the city dweller can develop a good suntan at the South Side Park Pool (Queen Elizabeth Park), the Borden Park Pool and the West End Pool at 119th Street and 103rd Avenue.



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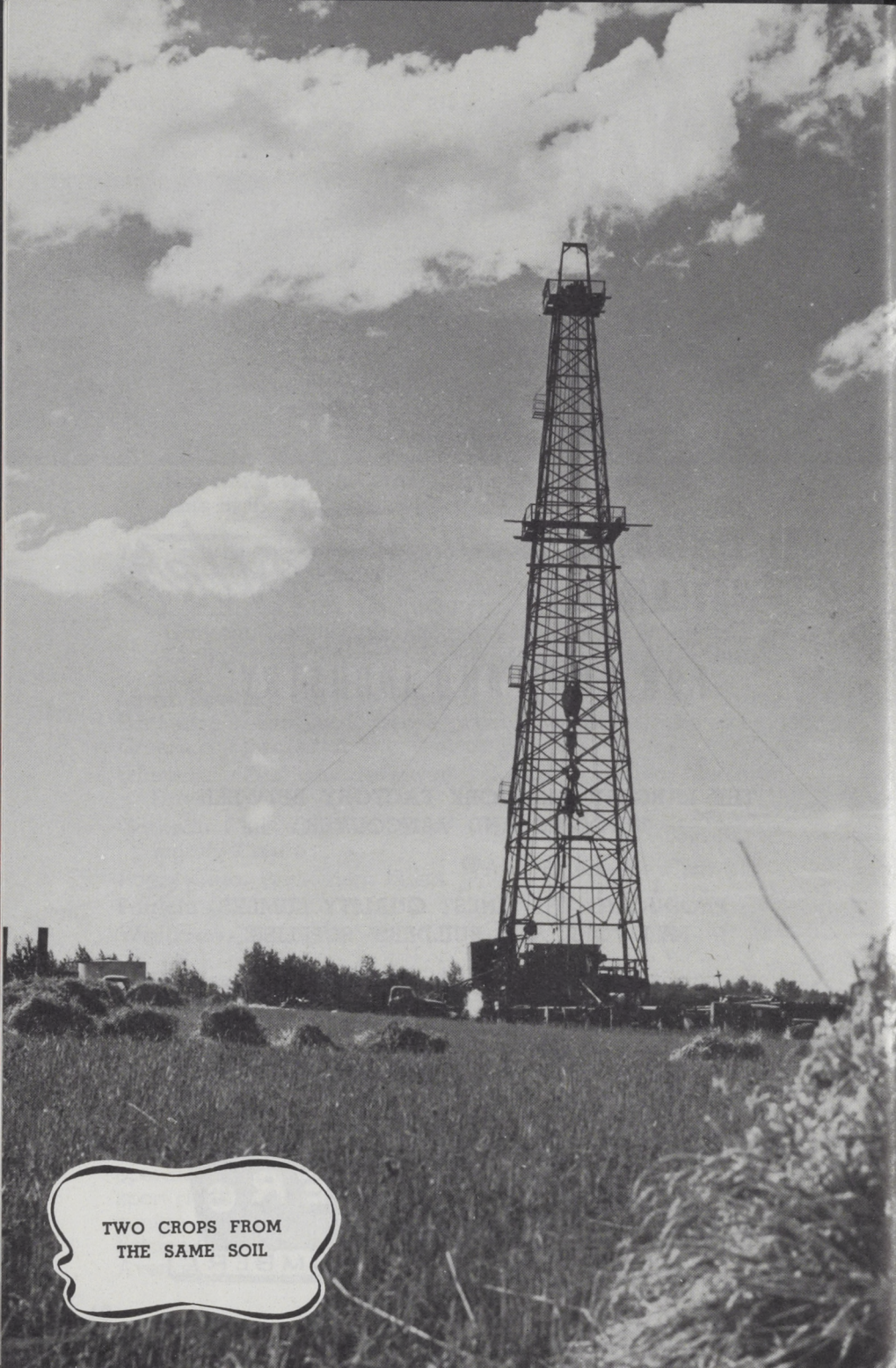
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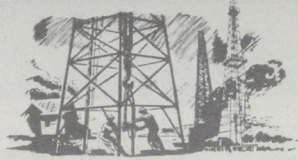
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TWO CROPS FROM
THE SAME SOIL



Oil

IN FEBRUARY, 1947, less than 25 miles from the city of Edmonton, a wildcat well probing the earth's crust struck oil. The flow of oil to the surface, like the flow of economic circumstances that followed, was to spread out in ever increasing circles until Canada's whole economic pattern was affected.

Since the Leduc discovery, tremendous developments have taken place, many of them, happily for Edmonton, in this immediate area. Other and even larger fields have been discovered, intensity of exploration has increased enormously, industrial concerns have moved into the area, or have announced plans to settle here in the near future.

Meanwhile, as all these changes took place in the Edmonton area, and indeed on the skyline, crude oil from Alberta's fields has moved through the smooth bore of the Interprovincial Pipe Line, and into the holds of the two largest freshwater tankers afloat, to markets in Ontario, 1,800 miles to the east.

Edmonton, focal point of all this breathtaking development, has seen tremendous strides in industrial expansion. Looming on the prairie skies a scant three miles from the eastern limits of the city are the cracking towers, stills, exhaust stacks and columns of steam from three refineries, two of which have been built in the last year.

To a city which, four short years ago was giving no thought to large scale refining operations, the "refinery row" area east of the city is little short of a miracle. The first refinery erected in the vicinity was the Imperial Oil Limited refinery, with crude capacity daily of 16,000 barrels. This has increased steadily until today the plant is processing in excess of 20,000 barrels daily.

Last year work was begun on refineries for the McColl-Frontenac Oil Company, and British American Oil Company. Both refineries have installed catalytic cracking units at their refineries, a more modern method of refining petroleum, which does the job faster and produces a higher quality product. Imperial Oil has also announced plans for the erection of a "cat cracker."

In the same refinery row area, the huge storage tanks of the Interprovincial Pipe Line Company contain 840,000 barrels of oil, which is pumped into the pipeline daily at the rate of 95,000 barrels, some of which is taken out of the line at points on the prairies during its eastward journey, the remainder eventually ending its trip by pipe and tanker at Sarnia, Ontario.

In the Leduc field, where over 600 wells are producing their rich fluid to the surface from two producing zones, a \$55,000,000 gas plant converts gas from the producing zone into products useable in our motors, homes and chemical industries, which are rapidly expanding to take advantage of this fact.

The Redwater field, 45 miles northeast of Edmonton, is producing from over 800 producing wells, with an estimated ultimate

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recovery of some 500,000,000 barrels. This field produces most of its oil from one formation, lying over 3,000 feet under the surface, while at Leduc, the two formations lie one above the other at a depth of over 5,000 feet.

In addition to these major oilfields, a number of smaller fields and prospective fields have been discovered during the past year. Included in these are the finds at Acheson and Stony Plain lying west of the city and also Big Valley, Flint, Barons and Whitelaw, though these are not in the immediate Edmonton vicinity.

Helping to swell Canada's estimated potential production per day of 180,000 barrels are the Campbell and Excelsior fields, northwest and northeast of the city respectively; the Ellerslie and Whitemud pools just south of the city limits; Joseph Lake, whose 30-odd wells lie in a close group some thirty miles southeast of Edmonton; and Golden Spike, an amazing, and still mystifying field lying west of the Woodbend north extension of the Leduc field. Porosity of the pay zone, or depth of rock in which lies the oil at Spike has so far proved as deep as 570 feet, thickest yet discovered in Canada.

It is obvious that these new discoveries have excited industry in general to prospect the Edmonton area as a centre of cheap and plentiful fuel supply, and already the city and district are benefiting from new plant locations here. In addition to the beforementioned refineries, plans of the American Celanese Corporation to establish a \$40,000,000 plant here to extract cellulose from wood pulp has excited province-wide attention. This plant will of course be using fuels from the new petroleum industry in its processing. It is also possible to visualize even more industrial expansion as a direct result of this announcement, with smaller plants absorbing by-products from the celanese plant for their many processes.

But the wealth from oil is not confined to industry. Wholesale prices for petroleum products indicate that it is cheaper to drive cars in this area, and indeed, in Western Canada, than it was before, or would have been if oil had not been discovered.

Mineral right allocations have provided adequate wealth to many landowners lucky enough to own them. Farmers not blessed with mineral right holdings are being adequately paid for surface rental at well locations. The Alberta government is receiving handsome sums of money from sale of lease blocks in established fields, and from the rental of large tracts of land taken out as reservations by oil companies under exploration permits.

One of the largest sources of revenue to the government, and one that is directly affecting the citizens of the province, is the royalty payments paid by oil companies to the provincial government, which holds about 93 per cent of the mineral rights itself. These monies are being used in the construction of new roads and highways, improvement of existing ones, for the erection of institutions of health and learning, and for other capital expenditures.

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Edmonton

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Centre!*

THE CITY

For business expansion . . . for location of new industries . . . there's everything in Edmonton! Heart of the greatest oil discovery on the continent . . . centre of a rich agricultural area . . . hub of two transcontinental railways . . . gateway to the fabulous mineral wealth of the North . . . and a natural centre of distribution (both by rail and air) for Western Canada. These are only a few of the reasons why business and industry are moving to Edmonton.

IN THE NEWS

To new, and to established industry, Edmonton offers abundant supplies of low cost natural gas and electric power . . . as well as vast reserves of oil, coal, timber, gypsum, shales and salt. Settled labor is another vital factor which, coupled with the existence of a sound, fast-growing local market, provides an ideal setting for industrial location. Investigate Edmonton today. Get ALL the facts now on Canada's fastest growing city!

ENCIRCLED!

No other city in the world is so completely ringed with riches . . . all within a radius of 35 miles. In the immediate Edmonton area there are now over 1,875 producing wells with more coming into production daily.

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PROVINCE #1

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PACIFIC
BRITISH DOM.
WOODBEND

7 miles
West of
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FIELD

6 miles
S.W. of
City Limits

GOLDEN
SPIKE

12 miles
S.W. of
City Limits

LEDUC
WOODBEND

6 miles
S.W. of
City Limits

C.P.R.L.
ELLERSLIE

3½ miles
South of
City Limits

JOSEPH
LAKE

17 miles
S.E.

CAMPBELL
FIELD

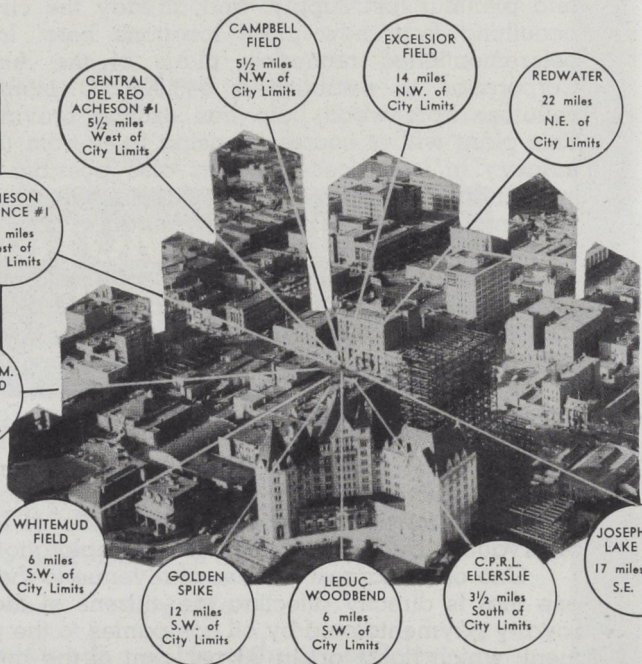
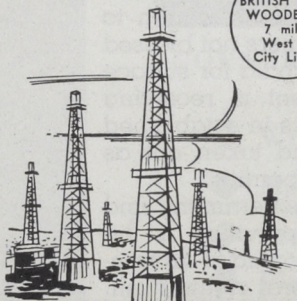
5½ miles
N.W. of
City Limits

EXCELSIOR
FIELD

14 miles
N.W. of
City Limits

REDWATER

22 miles
N.E. of
City Limits



WRITE GRAHAM W. CURTIS, INDUSTRIAL COMMISSIONER, THE CITY OF EDMONTON



Edmonton Exhibition

JULY 16 TO 21

If you plan to visit Edmonton this season, Fair Week, July 16 to 21, is the ideal time to come. You will get a glimpse of the whole of Central and Northern Alberta, for the gigantic Edmonton Annual Exhibition is a concentration of the finest agricultural and industrial achievements of the whole area. It is not only Western Canada's leading Livestock and Agricultural show, but also a display medium for Alberta manufacturers and industrial concerns, and for the Provincial and Dominion Governments. It is the show window for the horticulturist, for women's household science groups, for the schools of the area, for art groups and for photographic salons. There are hundreds of interesting and educational exhibits. And of course there is the mid-way—the carnival features—and six whole days of horse racing!

Edmonton invites you to join with the thousands who flock in holiday mood each summer to the Exhibition. See the sights, smell the smells, enter into the festivity and excitement of this gala mid-summer Fair.

This New Grandstand at the Exhibition Grounds Seats Over 8,000





EDMONTON IS AT THE
HUB OF A PROSPEROUS
MIXED FARMING AREA.





Agriculture

Located at the hub of Alberta's rich black soil zone, Edmonton is the natural distribution centre for the agricultural products of central Alberta and the vast Peace River District. This area is the province's largest producer of coarse grains and Alberta wheat growers have won more championships than any other single wheat producing area. About one-half of the province's dairy farms, and consequently, of the dairy industries, are found in this black soil zone. Alberta beef and swine have a high place in world markets, and at least one-half of all the province's livestock production is marketed in Edmonton. Three of the largest packing plants in the west, which, during the war, attained record producing capacity, are located in the city.

All the products of this prosperous mixed farming territory—field crops, livestock, dairy and poultry produce, honey, wool and the product of the fur farm—converge on the City of Edmonton, from where they are shipped to the markets of the world.



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EDMONTON, ALBERTA

Construction



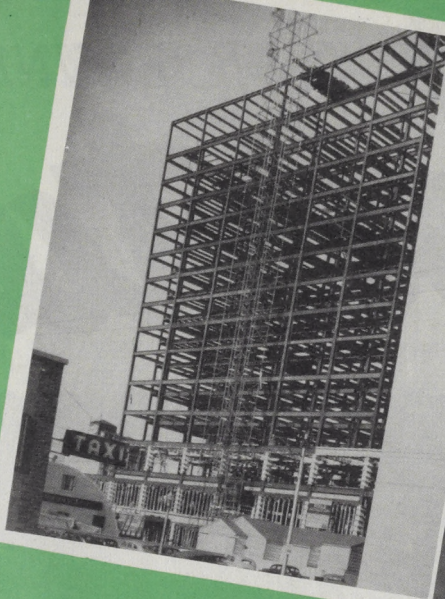
The tremendous building boom that hit Edmonton almost simultaneously with the oil boom has, in the past two years, reached phenomenal proportions. Over \$46,500,000 was spent for construction in the city during 1950. At the end of April this year the city had already granted 1951 building permits totalling \$10,000,000, over \$2,000,000 of which was for housing. For a city whose building program of \$8,000,000 in 1945 was the largest in 25 years, this unprecedented boom is almost incredible.

A tangible manifestation of Edmonton's startling growth and progress, this huge construction program tells a story of hundreds of new businesses and industrial enterprises, of an influx of thousands of people who have caused the city to reach probing residential fingers far out in every direction. The great promise of the oil industry and the unlimited availability of cheap natural gas, together with the city's strategic position for transportation and distribution, has not only brought new industry to Edmonton, but has also encouraged established enterprises to new expansion.

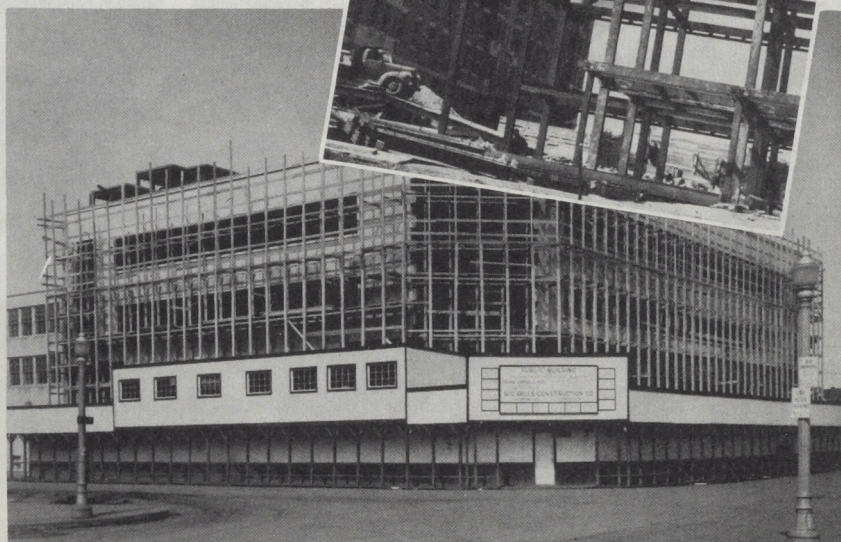
In addition to Imperial Oil's \$11,000,000 oil refinery now producing in Edmonton, two other \$10,000,000 refineries are being built, one by McColl-Frontenac Corporation and the other by the British American Oil Company. A pulp and paper mill, estimated at a cost of \$10,000,000, will be located close to the city, and Canadian Celanese plans a vital \$40,000,000 chemical plant here. Work has been progressing for over a year on the huge \$5,000,000 extension to the C.N.R.'s Macdonald Hotel.

Hundreds of other projects—industrial buildings, retail store construction and expansion, warehouses, commercial buildings, municipal, provincial and federal projects, as well as huge housing programs—have recently been completed, while hundreds more are still under construction.

Visitors to Edmonton will find a tour of these widespread building projects both interesting and stimulating, for this is where things are happening, where great plans are shaping up. Edmonton is the city where the promise of the future today reaches far beyond the wildest dreams of only a decade ago!



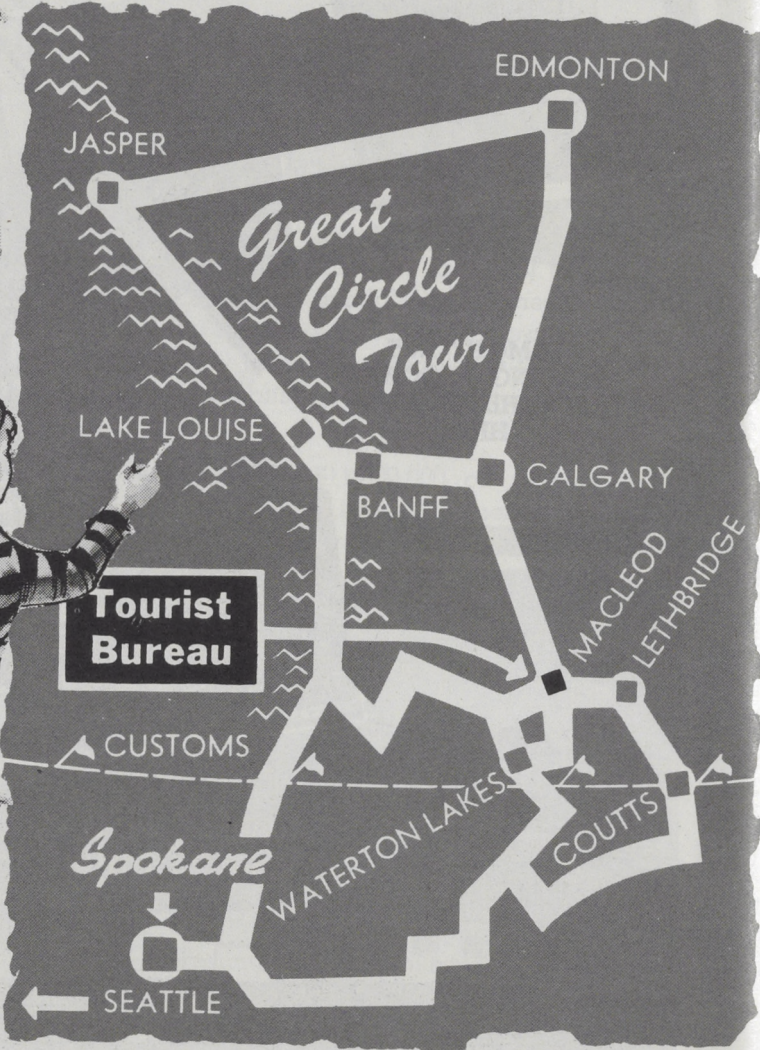
**EDMONTON'S
BUILDING PROGRAM
REACHES A NEW
HIGH**



Alberta

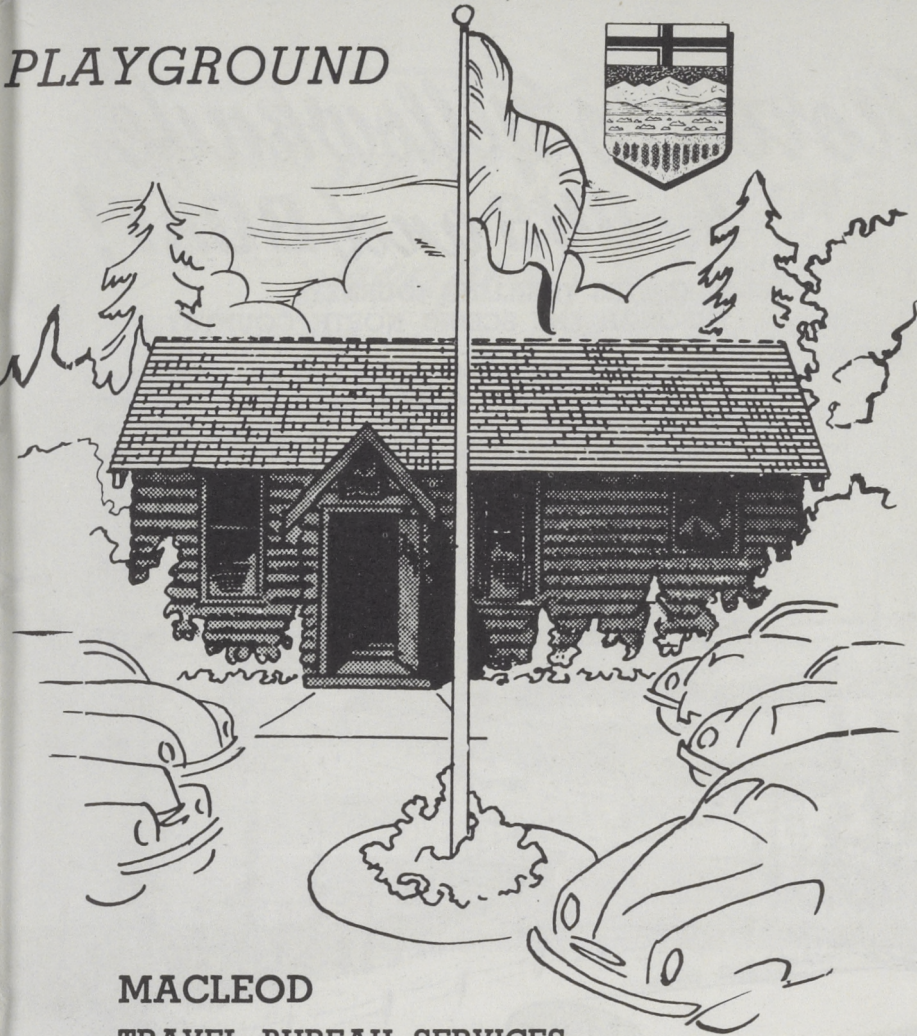
YEAR 'ROUND

C A N A D A



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PLAYGROUND



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